659

BROADCASTING

Broadcast Advertising

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WASHINGTON, D. C.
FEBRUARY 15, 1938

Foreign
$4.00 the Year

$3.00 the Year
15c the Copy

Published Semi-Monthly, 25th issue (Yearbook Number) Published in February

BIG,
YES!—
— AND WORKING!

THE JOHN CRERAR
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WHO for IOWA-PLUS

Des Moines . . . 50,000 Watts J. O. MALAND, Mgr. . . . FREE & PETERS, INC., Representatives

Breakfast Time Is KLZ Time

KLZ'S "Rocky Mountain Roundup" Corrals a Huge Early-Morning Rural Audience

● Six mornings a week, early-rising ruralites of the Denver-Rocky Mountain region (and urbanites, too) tune to this lively, live-talent show featuring their long-time top favorites, Captain Ozie and the Colorado Rangers.

Smoothly tailored to the measure of the Rocky Mountain area under the direction of one of the country's foremost producers of farm radio programs, the "Rocky Mountain Roundup" wraps up weather, market, road and farm information of prime interest and importance to mountain folk in a package of breezy breakfast-time entertainment.

Evidence of this program's popularity filled KLZ's mail bag almost instantly . . . and has continued to increase.

With scores of locally produced shows of this same calibre and popularity supporting its strong schedule of CBS programs, KLZ offers a concentration of audience-appeal which makes KLZ-listening the most popular pastime in the Denver-Rocky Mountain region.

A Station-Tested Program with a Ready-Made Audience

The Rocky Mountain Roundup, broadcast from 6:00 to 6:45 a. m. every weekday, is now available for sponsorship in whole or in part. This program provides a tested vehicle with which to take your product's story into the rural homes of the Rocky Mountain region.

Write or wire for full details.

KLZ *Denver*

Represented Nationally By The E. Katz Special Advertising Agency

Affiliated in Management with WKY, Oklahoma City and The Oklahoma Publishing Company

HORSEMAN *in the Sky!*

A bronzed farmer and his hired men worked feverishly in the hay field under the blazing sun. With not a cloud in the sky, they raced the weather for rain was on the way. How did the farmer know this? *Radio told him, and in time to save his crop from harm.* . . .

The grim shadow of infantile paralysis stalked through a great city. All schools were closed to check its spread. Yet thousands of children went to school each day, in *their own homes*. Radio brought their lessons to them. . . .

Down on the frozen rim of the world a little band of men defied the wind and the cold and the dark. They were scientists seeking secrets locked in age old ice. And though shut off from the world by thousands of frozen miles they were never alone. An invisible messenger rode out across the barren wastes to bring America to them, to bring their voices back to America. Radio needs no cloak against the cold. . . .

Never, since the world began, has man possessed a messenger like this. It is bigger than individuals, or groups or races. *It is the heritage of a whole people and must be used for their common good.*

The instances above are lifted at random from the annals of American radio. They demonstrate not only what radio can do *but what radio is doing every day*, for us all. They picture the Horseman in the sky in harness to serve the interests of one hundred and twenty million people.

A message in the interests of the American System of Broadcasting by one privileged from time to time to have contributed to its progress, by one seeking new ways to broaden its services to the American listener.

W S M

The Air Castle of the South

50,000 WATTS

E. W. CRAIG, *Vice-President in Charge of Radio* — HARRY STONE, *General Manager*

OWNED AND OPERATED BY

THE NATIONAL LIFE AND ACCIDENT INSURANCE COMPANY INC., NASHVILLE, TENNESSEE

Published semi-monthly, 25th issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at the Post Office at Washington, D. C., under act of March 3, 1879.

SUMMER "BOX OFFICE" LEVELS

WILL HOLD HORIZONTAL AT STATION WTMJ

Again . . . more ears for the money! That's what WTMJ will offer this summer—a *plus* value that promises sustained dealer support and persistent sales.

What are we going to do to earn this sales-making distinction?

Nothing spectacular, really! We just aren't going to do what most every radio station 'round these parts *will* do. Like last summer, *we're going to omit baseball from our broadcast schedule!*

With the waveband practically circled with diamond chatter, we *know* (from last summer's experience) that non-baseball fans will flock to a spot on the dial where favorite features can still be tuned in.

A check-up of 1937 summer listening habits revealed that women, especially, were attracted to our afternoon and evening freedom from baseball clamor.

They welcomed 620 kilocycles as an avenue of escape. They learned to regard WTMJ as an oasis where they could listen in on pet programs that won their favor during the long winter.

The happy result is that WTMJ "box office" won't slump a bit this summer. Listener levels will hold pleasingly horizontal — because our winter tuners will still be doing business at the same old stands. Of the 92 out of every 100 adults who will be home during any average summer week, we'll reach our usual dominating percentage!

Advertisers who tie-in with WTMJ summer programs will thus enjoy dominating distribution and sales. By identifying your name and your product with a station that won't lose its own listening identity during the summer, you avoid the risk of becoming a market waif.

Dealers won't forget you — consumers either. And when autumn rolls 'round, you'll be in full competitive stride with this market . . . instead of being out-of-step with the product parade.

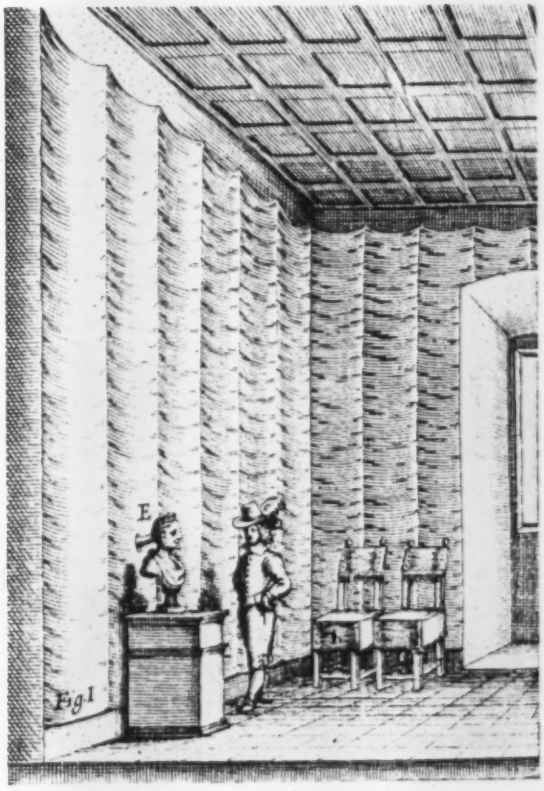
So schedule WTMJ *now* — for a *selling* summer in Wisconsin during 1938!

THE MILWAUKEE JOURNAL STATION

Edward Petry & Co., Inc., *Representatives*

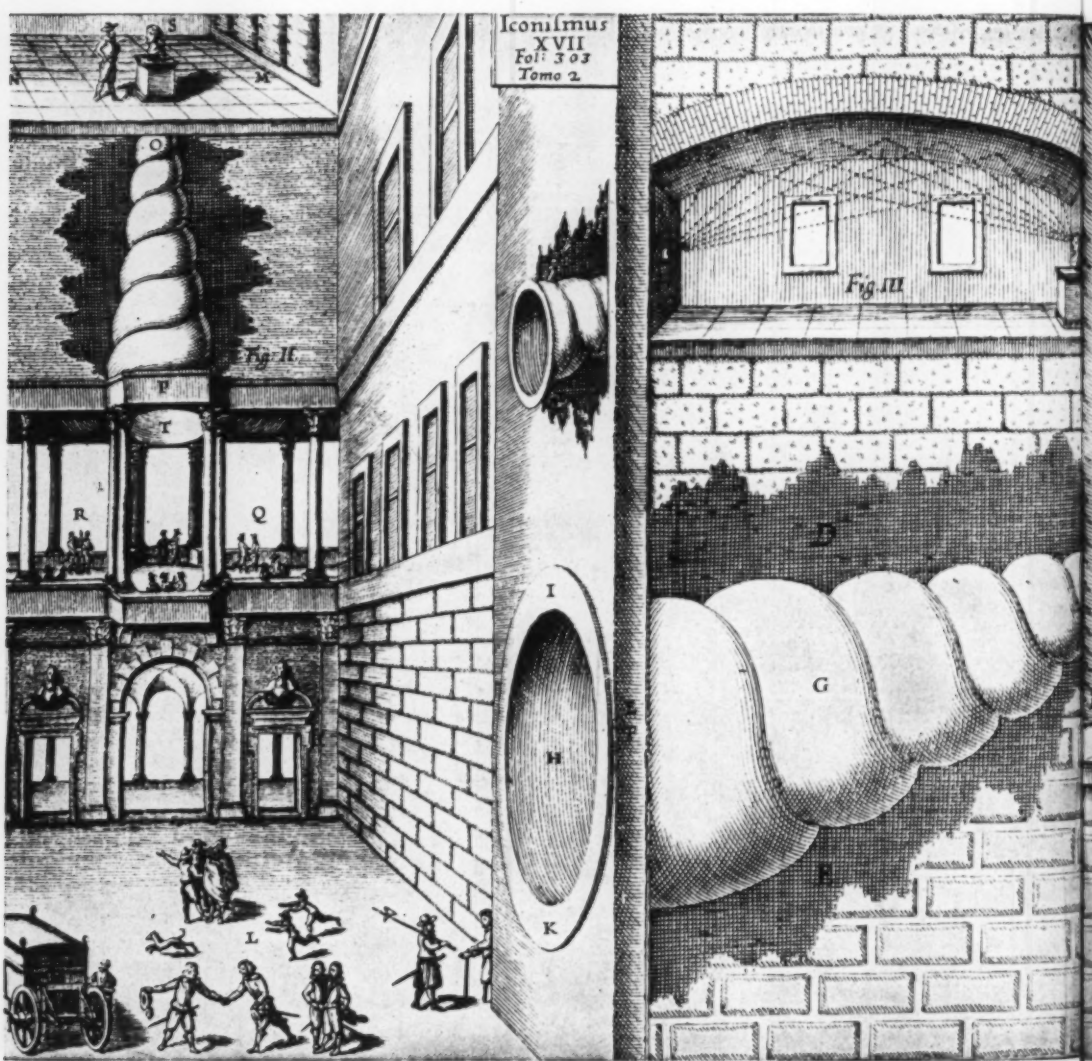
NEW YORK — DETROIT — CHICAGO — SAN FRANCISCO

WTMJ



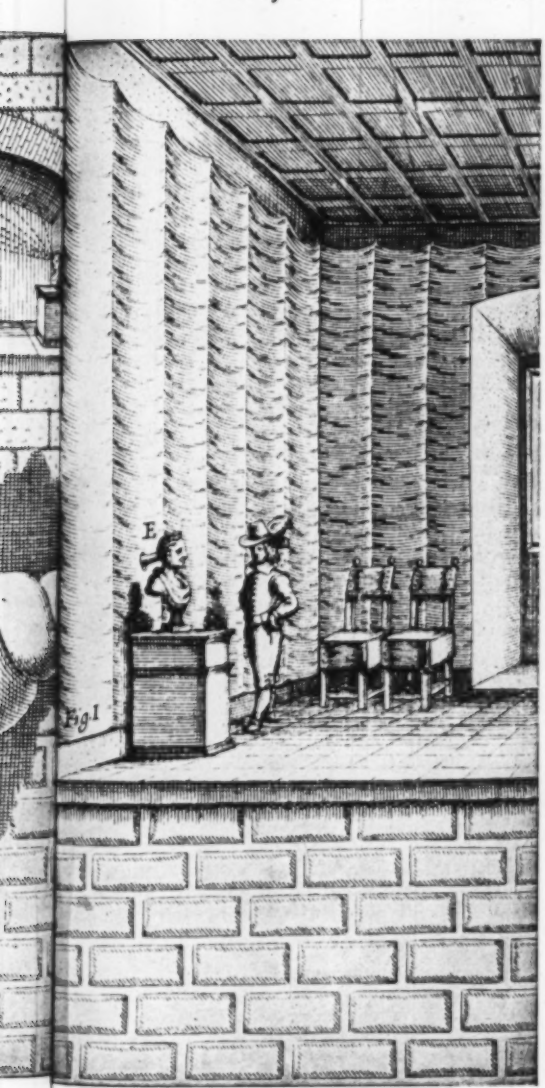
We're not so young...

A notable Jesuit priest and scholar, by name of Athanasius Kircher, invented this broadcasting system in the 17th Century—so that the intrigued listener in breeches at *(E)* could hear everything said in the central court *(L)*. The rest of the family could listen, too, with "loud-speakers" in each room. ¶ But that was only three centuries ago. Long before that — long before Athanasius Kircher struggled with giant trumpets—the point and purpose and power of broadcasting had taken form. *In the living voice.* Before history first was scratched on stone, the



BROADCASTING SYSTEM OF THE 17TH CENTURY—*from the Bettmann Archives*

voice had grooved an effortless, instant path into the mind. That path is re-grooved in every child today—long before he seeks any other communication with the world. And it grows with the adult. ¶ We did not need radio to discover this. Here is what Pliny the Younger said, over eighteen hundred years ago: "*We are more affected by words we hear, for though what we read in books may be more pointed, there is something about the voice that makes a deeper impression on the mind.*" ¶ The truth of Pliny's shrewd observation has been amply confirmed in many laboratories of modern science. If you care to weigh the evidence for yourself, we will send you a copy of EXACT MEASUREMENTS OF THE SPOKEN WORD.* It is a little book. But it summarizes the work of more than a score of psychologists who, for 34 years, have made comparative studies of the spoken and written word; and who have carefully measured the *impact* made by words, spoken and written. ¶ Their conclusions—which Pliny already knew—are a basic explanation of the response which so many millions of listeners make to radio, today.



BROADCASTING SYSTEM IN THE 17TH CENTURY. *Athanasius Kircher (1601-1680) designed his "loud-speakers," such as at* E *and* S*, in the shape of ornately sculptured heads "with open mouthes." This dramatic device helped make the entire idea very mysterious to 17th Century listeners. The principles of sound transmission and amplification did the rest!*

COLUMBIA BROADCASTING SYSTEM
485 MADISON AVENUE • NEW YORK

*For further information on "Exact Measurements of the Spoken Word", turn this page

XUM

What *psychologists* have said about

"EXACT MEASUREMENTS OF THE SPOKEN WORD"

Advertising executives are not the only readers of "Exact Measurements of the Spoken Word." Every psychologist whose work appeared in the book, and every university in the country, were sent copies of it—and invited to submit their scientific criticism of the work and its presentation. Below are typical replies. Really typical—for only one scientist who has seen the book had anything but warm praise for it! (And he would *not* give us permission to quote his letter.)

"I found 'Exact Measurements of the Spoken Word' very interesting, lucid, convincing and admirable in the scientific caution of its arguments... Let me compliment you again upon the compilation of a powerful, yet honest, presentation of the case for the ear." Dr. S. A. Switzer, *Department of Philosophy and Psychology*, MIAMI UNIVERSITY, OXFORD, OHIO

"I am sure that the psychologists who worked so patiently on the investigations here represented would be gratified to see their results being put to some practical use." Dr. Harry D. Kitson, *Professor of Education*, TEACHERS COLLEGE, COLUMBIA UNIVERSITY, NEW YORK

"I trust that you will continue to send me any publications which issue in the future from your work. You are marking off a new field and I, along with your other friends, expect to learn much from you." Dr. J. Elliott Janney, *Department of Psychology and Philosophy*, WESTERN COLLEGE, OXFORD, OHIO

"I have read this with great interest and profit. I, too, have been interested for quite a time in the general problem of learning by audition as compared to learning by vision in reference both to educational and advertising problems. This comes at an appropriate time because in just a few days I am going to discuss the problem with my class in Applied Psychology and I shall give full publicity to your excellent summary." Dr. R. W. Husband, *Department of Psychology*, THE UNIVERSITY OF WISCONSIN, MADISON, WISCONSIN

"I have looked through this work rather carefully, and am indeed impressed with the survey you have made of the literature in the field. You are to be complimented upon it most highly." Dr. C. H. Smeltzer, *Associate Professor of Psychology*, TEMPLE UNIVERSITY, PHILADELPHIA, PA.

"You have indeed succeeded in presenting the material in an attractive fashion, without, as far as I am able to tell, in any way detracting from its accuracy." Dr. Clarence Leuba, *Psychology Department*, ANTIOCH COLLEGE, YELLOW SPRINGS, OHIO

"This is certainly a well put up book, and the abstracts of researches are excellent in their brevity and in their accuracy." Dr. D. A. Worcester, *Professor of Educational Psychology*, THE UNIVERSITY OF NEBRASKA, LINCOLN, NEBRASKA

"It is an interesting piece of work and useful as a reference source." Dr. H. K. Nixon, COLUMBIA UNIVERSITY, SCHOOL OF BUSINESS, NEW YORK

"I am interested in the results summarized, but I am also interested in the style of presentation which appears to me both unique and effective." Dr. Edmund S. Conklin, *Department of Psychology*, INDIANA UNIVERSITY, BLOOMINGTON, INDIANA

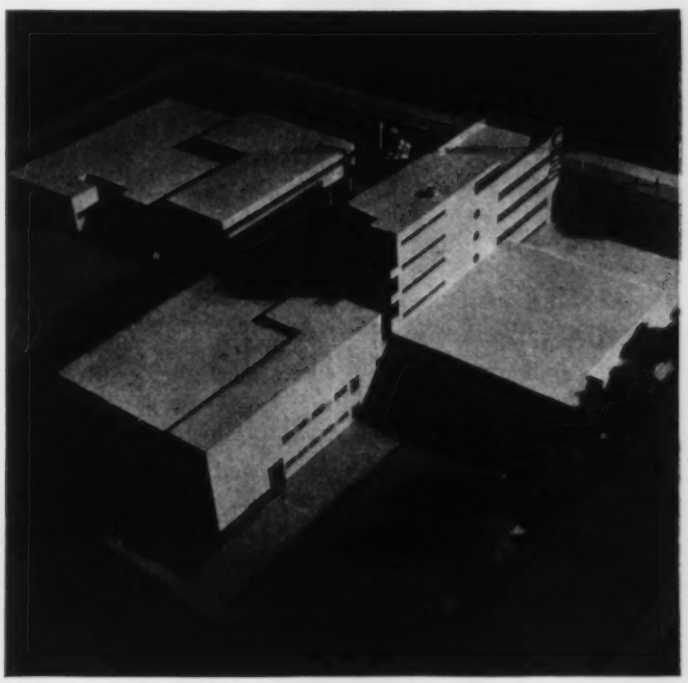
"I have looked this over with much interest. It will, I believe, be of service in connection with our course in Educational Psychology." Dr. S. L. Pressey, *Department of Psychology*, THE OHIO STATE UNIVERSITY, COLUMBUS, OHIO

It was pleasant to get so cordial a reception for this book in the psychological laboratories of the country. But then, it was Science recognizing an unadorned presentation of scientific data—welcoming, as a matter of fact, science's own exact measurements of the relative impact of the spoken and written word.

The COLUMBIA BROADCASTING SYSTEM

Within two months there will be a distinguished new address on the Pacific Coast – "Columbia Square, Hollywood." A magnificent new studio and office structure, of modern-functional design, is now being completed for KNX and the West Coast division of the Columbia Broadcasting System. New production facilities of unequalled beauty and utility will soon be available there to all CBS clients on the Pacific Coast. And from this address will speed programs for Columbia's millions of listeners from coast to coast.

"COLUMBIA SQUARE, HOLLYWOOD"



KNX

50,000 WATTS – OWNED AND OPERATED BY THE COLUMBIA BROADCASTING SYSTEM

REPRESENTED BY RADIO SALES – NEW YORK • CHICAGO • DETROIT • BIRMINGHAM • LOS ANGELES • SAN FRANCISCO

XUM

"I'd better study Newton's laws . . ."

WHEN you're due for a tumble, no amount of study or analysis can keep you from falling—you *feel* that you're falling, and you fall!

With all due regard to the laws of gravitation and the "laws" that govern successful advertising, we know it's true that *feel* — judgment based on past experience— is often a better guide than the data books.

Free & Peters have had six years of highly concentrated experience in radio — over 140 cumulative years in advertising and radio. We know American radio stations and their markets like you know your own front hall. We have all the data that's in the books —PLUS enough experience to write some more!

And all this dope is *yours* if you want it—whether it gives us a win, lose, or draw. When do you say, Sir?

Exclusive Representatives:

WGR-WKBW	Buffalo
WCKY	Cincinnati
WHK-WCLE	Cleveland
WHKC	Columbus
WOC	Davenport
WHO	Des Moines
WDAY	Fargo
WOWO-WGL	Ft. Wayne
KMBC	Kansas City
WAVE	Louisville
WTCN	Minneapolis-St. Paul
KOIL-KFAB	Omaha-Lincoln
WMBD	Peoria
KSD	St. Louis
WFBL	Syracuse
WKBN	Youngstown

Southeast

WCSC	Charleston
WIS	Columbia
WPTF	Raleigh

Southwest

KTAT	Ft. Worth
KTUL	Tulsa

Pacific Coast

KOIN-KALE	Portland
KSFO	San Francisco
KVI	Seattle-Tacoma

FREE & PETERS, INC.

(and FREE, JOHNS & FIELD, INC.)

Pioneer Radio Station Representatives

CHICAGO	NEW YORK	DETROIT	SAN FRANCISCO	LOS ANGELES	ATLANTA
180 N. Michigan	110 E. 42nd St.	New Center Bldg.	One Eleven Sutter	C. of C. Bldg.	Bona Allen Bldg.
Franklin 6373	Lexington 2-8660	Trinity 2-8444	Sutter 4353	Richmond 6184	Jackson 1678

BROADCASTING
and
Broadcast Advertising

Vol. 14. No. 4 WASHINGTON, D. C., FEBRUARY 15, 1938 $3.00 A YEAR—15c A COPY

A New and Stronger NAB Is Organized

By SOL TAISHOFF

Board Names Loucks Temporarily and Plunges Into Search For Paid President; McNinch Plans Network Inquiry

IN A WHIRLWIND two-day convention Feb. 14 and 15 in Washington, 350 broadcasters swept into effect unanimously a far-reaching reorganization of the NAB, to become immediately operative.

Superseding the old order, a new and inspired leadership from within the broadcasters' ranks made plans for an aggressive trade organization to fight the industry's battles on all fronts and to inaugurate a process of self-cleansing as a means of averting unnecessary governmental intervention.

Pending the engagement of a paid president, the new board of 23 members, which went into session the day after the convention adjourned, designated Philip G. Loucks, former NAB managing director and author of the reorganization plan, as special counsel to guide the association's destinies during the transition period.

Board Plans to Hold Next Meeting in March

The new paid president may not be hired for several months. The board decided to move cautiously. There is no thought of hiring a "czar," it was emphasized, despite newspaper comments to the contrary. The purpose is to retain an executive of highest character, public esteem and ability to serve as the industry spokesman—but not as a dictator.

Many names have been bandied about, but none of them actually means anything at this stage. No individuals have been contacted for the job and no salary range has been established.

The new board, upon its adjournment Feb. 16, announced it would convene again in Washington Mar. 21 to consider "the situation in respect to the retention of a paid president."

For whatever they are worth, a number of names have been advanced as indicative of the type of man that might qualify as the industry's new head. Mentioned were Pat Hurley, former Secretary of War; Senator C. C. Dill, former United States Senator from Washington; John G. Winant, former governor of New Hampshire and former chairman of the Social Security Board; Stewart McDonald, Federal Housing Administrator; Edgar Kobak, vice-president of Lord & Thomas; M. H. Aylesworth, former NBC president, now with Scripps-Howard. Although his name has been mentioned frequently for such a post in the last few years, Mr. Aylesworth has repeatedly announced he is not a candidate.

With the sweeping into effect of the new NAB organization, Managing Director James W. Baldwin, storm-center of recent industry affairs, stepped out of office, concluding a three-year tenure. His post was abolished. He had proposed what amounted to a reorganization plan of his own. It did not receive attention or come to a vote.

New leadership in the industry appeared to center around Mark Ethridge, general manager of the *Louisville Courier-Journal* and *Times*, operating WHAS, and Edwin W. Craig, WSM, Nashville, who introduced the reorganization resolution. Mr. Ethridge served as temporary chairman of the convention and became pro tem chairman of the new board of directors at the first meeting. Mr. Craig marshalled the reorganization plan through the convention with only minor amendments in phraseology.

Ringing in the ears of conventioneers were the speeches of Senator Burton K. Wheeler, FCC Chairman Frank R. McNinch and FCC Commissioner T. A. M. Craven. The first two delivered stinging addresses calling for a new order in radio. The upshot was the promise by Mr. McNinch, after Senator Wheeler had made the suggestion, that the whole network structure would be investigated soon. He said he would make such a proposal to the Commission.

A cost accounting system for broadcasting was promised by Chairman McNinch. He also indicated stricter regulation down the line but in a cooperative spirit. Monopoly, purported blatant advertising, station transfer, network ownership, leases and practically every issue in radio were treated by the first two speakers. The restrained voice was that of Commissioner Craven who dealt largely with allocation [Full texts of the three speeches appear in this issue].

Additional Funds To Be Made Available

With the new board functioning, under broad powers, plans immediately will be started to staff the NAB with experts in particular lines. In its discretion the board can appoint a labor relations counsel, general counsel, technical director, public relations director and research director.

There will be a $250,000 fund—double that now available—for the reorganized NAB. That figure is based on a membership of 400, and

New Board of Directors of NAB

***Directors Elected**

John Shepard, 3d, Yankee Network
(District 1: Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island)

Harry C. Wilder, WSYR, Syracuse
(District 2: New York)

Clair McCollough, WDEL, Wilmington
(District 3: Delaware, New Jersey, Pennsylvania.)

John A. Kennedy, WCHS, Charleston, W. Va.
(District 4: D. C., Maryland, North Carolina, South Carolina, Virginia, West Virginia)

W. Walter Tison, WFLA, Tampa
(District 5: Alabama, Florida, Georgia, Puerto Rico)

†Edwin W. Craig, WSM, Nashville
(District 6: Arkansas, Louisiana, Mississippi, Tennessee)

†Mark Ethridge, WHAS, Louisville
(District 7: Kentucky, Ohio)

John E. Fetzer, WKZO, Kalamazoo
(District 8: Indiana, Michigan)

†Walter J. Damm, WTMJ, Milwaukee
(District 9: Illinois, Wisconsin)

John J. Gillin, Jr., WOW, Omaha
(District 10: Iowa, Missouri, Nebraska)

Earl H. Gammons, WCCO, Minneapolis
(District 11: Minnesota, North Dakota, South Dakota)

†Herb Hollister, KANS, Wichita
(District 12: Kansas, Oklahoma)

O. L. Taylor, KGNC, Amarillo
(District 13: Texas)

Gene O'Fallon, KFEL, Denver
(District 14: Colorado, Idaho, Utah, Wyoming, Montana)

Ralph R. Brunton, KJBS, San Francisco
(District 15: California, excluding San Luis Obispo, Kern, San Bernardino, Santa Barbara, Ventura, Los Angeles, Orange, Riverside, San Diego and Imperial counties; Nevada, Hawaii)

Donald W. Thornburgh, KNX, Hollywood
(District 16: Arizona, New Mexico, California, including counties excepted in District 15)

C. W. Myers, KOIN-KALE, Portland, Ore.
(District 17: Alaska, Oregon, Washington)

Directors at Large

Clear Channel

Harold Hough, WBAP, Fort Worth

Lambdin Kay, WSB, Atlanta.

Regional Channel

†Frank M. Russell, WRC, Washington

Elliott Roosevelt, Hearst Radio Inc.

Local Channel

†John Elmer, WCBM, Baltimore

Edward A. Allen, WLVA, Lynchburg, Va.

* Directors elected at 1938 convention from Districts 1, 3, 5, 9, 11, 13, 15 and 17 will serve one-year terms; all others two-year terms. Thereafter all directors will be elected for two-year terms.

† Constitute executive committee which will also include new president to be named.

The New NAB: Facing a New Era of Regulation—*An Editorial*

THE NAB has reorganized. But don't expect miracles. Problems can't be solved overnight.

A basically sound plan of reorganization was adopted without lost motion or controversy. The groundwork has been laid. Upon it must be built a personnel superstructure capable of achieving for the broadcasting industry as a whole a self-reliance and a tradition it has never had.

This is no time either for flag-waving or skeleton-rattling. It suffices to say that the Reorganization Committee performed a meritorious task, and that the rank and file of the broadcasters recognized it promptly by sweeping its plan into effect unanimously. As for the past, it should be said that John Elmer, retiring president, did his best against great odds; that James W. Baldwin, retiring managing director, served the industry conscientiously and tirelessly during his three-year tenure and that the industry is not unappreciative of the fact that he also faced enormous problems.

Broadcasters—all of them—know that radio has been taking it lying down too long. A properly-geared association, financed with an estimated income of $250,000, can point up admittedly existent weaknesses and can combat logically, courageously and pridefully those who have pricked and prodded radio through the years.

An able board of 23 men already has begun to function. It will have the benefit of the experience and the advice during the transition period of Philip G. Loucks, former managing director, and counsel of the organizing committee.

The paramount function of the new board is to select a fulltime president—a man big enough for the big job of a big industry. It isn't an easy task, and it shouldn't be done hastily. This man will stand as the industry spokesman. He, more than any other single individual, will mould policy. The industry never has been willing in the past to delegate real power to any one person, yet under the new order it must do just that—subject to the veto power of its duly elected board.

The convention was an unequalled event from many angles. There were three addresses, each carrying a challenge. The Wheeler and the McNinch addresses were amazingly sharp, candid and vigorous. Comdr. Craven, with a background of a quarter-century in radio, was more conciliatory and dwelt more with facts than criticisms, but he was equally outspoken. He has pursued steadfastly a policy of industry cooperation, and he did not veer from it in his remarks.

The addresses, and their contrasting approaches to the alleged evils of radio, might generally be characterized as giving the industry a healthy "shot in the arm". Wheeler and McNinch were extreme in their views; perhaps their talks presage a new era, a tighter regulation of radio. They diagnosed what they regarded as radio's weaknesses, such as monopolistic tendencies and programming evils, but they candidly admitted that further diagnosis by way of study is necessary. Certainly they thought the body—the American system of free, competitive enterprise—was well worth saving, for there can be no doubt they reflected the temper of the people in wanting the present system maintained as a bulwark of democracy.

Those who observe the increasing centralization toward the Washington scene in almost all social and economic affairs, and we who live with radio day in and day out, know the custom of legislators and regulators to cite extremes and deal in superlatives. They know too that this is done with the invariable thought of reaching middle ground. The broadcasting industry is wholly cognizant of its shortcomings and is ready and willing to cooperate with the national authorities.

But the broadcasting industry does not want to see continued the one-way practice of harassing it at every turn, threatening it with dire things, and calling it every conceivable name, with so little posted on the right side of the ledger. It isn't looking for glory, but it should get recognition for what it has done in providing service to the people, in culture and in recreation. For every monopoly and blatant ad charge, broadcasting can point to a dozen humanitarian achievements in time of flood and storm and stress.

It has been perhaps the most criticized of industries, and it certainly has not been articulate in its own defense. To be sure, the speakers at the convention did temper their sharp criticisms now and then with an occasional fillip to the broadcasters, but we didn't notice them in the headlines.

And here we pick up our theme. The industry has lacked adequate leadership and proper expression. Thus, the new era in the internal affairs of radio, paralleling what appears to be the new era in its regulation, is to be welcomed. The revamped, revitalized and refinanced trade association of American broadcasting, we fervently hope, will supply the self-esteem and the prestige radio needs and deserves.

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indications are that the roster will swell considerably under the new organization.

In turning over the temporary helm to Mr. Loucks, the committee made the proffer after he had refused to accept any full-time post. The attorney, for five years NAB managing director, was called in last October to advise the Reorganization Committee in its work. He was instrumental in drafting the plan. In designating Mr. Loucks as special counsel, the board did so with the understanding that he would serve only until March 21. If the president is not named by then, which is probable, it is assumed Mr. Loucks will continue on a temporary basis, since he has steadfastly rejected a permanent assignment. Everett E. Revercomb, NAB bookkeeper, was authorized to take care of routine affairs under the direction of Mr. Loucks until the permanent organization is set up.

The board invited FCC Chairman McNinch to a luncheon at its March 21 meeting; accepting his offer to meet with him to discuss FCC regulatory activities.

At its Feb. 16 session the board appointed an Executive Committee, as prescribed in the new by-laws, which will function as a steering committee, along with the incoming paid president. Named were Mr. Ethridge, temporary chairman, and Mr. Craig, as clear channel members; F. M. Russell, NBC, Washington vice-president, and W. J. Damm, WTMJ, Milwaukee, as regional members, and Herb Hollister, KANS, Wichita, and John Elmer, WCBM, Baltimore, as local members. The incoming president, when appointed, will become chairman of the board.

There was no dissension during the convention deliberations. The meetings wound up in two days whereas the original agenda called for a three-day meeting. The convention settled down to serious business from the opening gavel, and it was apparent from the outset that broadcasters generally were taking their problems and their industry more seriously than ever before.

Biggest Turnout Ever of Delegates

There was a gross registration of 433, of whom 350 were broadcasters or station alternates—perhaps the largest turn-out of voting delegates in NAB history.

Election to the board of Elliott Roosevelt, second son of the President and president of Hearst Radio Inc., was another noteworthy development. The directing head of the ten Hearst stations, Mr. Roosevelt has become active in industry affairs and is regarded as an important cog in the new directorship.

The executive committee planned to function intermittently until the new organization was completed. While no formal statement was made, it is understood this committee will assume the responsibility of canvassing the field for the paid president. Action of the full board, however, is essential before any definite move is made.

Convention Major Domo

EDWIN M. SPENCE

Election of the new board was accomplished with less friction than anticipated. Seventeen of the 23 members were elected by the districts into which the country is divided under the new by-laws. Eight will serve two years. Nine were designated for a one-year term to keep a board nucleus next year, after which all district directors will be elected for two years while the six directors-at-large are elected annually.

District directors will preside at district meetings to be held each year under the specifications in the by-laws [published in full in this issue]. They will be the fountainheads of trade association activities in their particular districts and coordinate their movements with the national organization.

The administrative post of secretary-treasurer, provided in the new by-laws, was not filled by the board, as had been anticipated. It was felt there was no need for haste and that the paid president should be permitted to participate in the selection to avoid possible friction.

Just before adjournment the board commended the work of the Sales Managers' Committee and voted to continue it, with Lew Avery, WGR-WKBW, Buffalo, as chairman.

Treasurer Hough Reports a Balance

Harold V. Hough, of WBAP and KGKO, Fort Worth, in his final report as NAB treasurer, delivered Feb. 14, presented to the con-

vention its balance sheet. On June 15 last year, at the preceding convention, the NAB had a balance of $8,794 and since then has collected $68,812 in dues for a surplus of $80,568 since the last convention. During the time since then, $61,340 has been expended. The NAB now has on hand $19,228 with fees past due amounting to about $5,400. The cost of the Reorganization Committee was given as approximately $7,000.

Reorganization Climax Of Growing Resentment

The convention was in the nature of an emergency meeting. It was the most serious and orderly gathering of broadcasters in the recent years. If the reorganization plan had failed of enactment, it was freely predicted that the NAB would be no more and that in its place would probably develop several divergent and competitive groups, such as clear channel, network affiliates and independents.

For the last three years there has been a smouldering resentment against NAB in its old form, and this feeling intensified as broadcasters dropped from membership. The NAB members openly called it an impotent and innocuous organization, and some withdrew in disgust. As long as six years ago—at the St. Louis convention—the demand for a paid president as industry leader arose, but the idea died aborning.

It was the American Federation of Musicians situation of last summer that caused the pent up feeling to burst out. While the NAB stood by, network affiliates took the situation in hand and formed their own group, Independent Radio Network Affiliates, to negotiate the form of contract for reemployment of musicians.

At IRNA meetings in New York, Mr. Ethridge, unknown in radio but highly regarded in the field of journalism, stepped into the breach. He soon found himself catapulted into the forefront of industry affairs. His generalship, his ability to compose differences calmly and dispassionately and his engaging personality won the spontaneous confidence of the network affiliates. Flanking Mr. Ethridge were Mr. Craig, warhorse of many a radio campaign, who personally drew the ultimatum of NAB reorganization or no NAB. There were also Samuel R. Rosenbaum, president of WFIL, Philadelphia, a relative newcomer to radio but prominent banker, lawyer and musician in his community; Emile Gough, former head of Hearst Radio; John Shepard 3rd, president of the Yankee Network and one of the most aggressive NAB members for the last dozen years; and Walter J. Damm, WTMJ, Milwaukee, former NAB president who had been at odds with the old order for several years.

The development of IRNA and the musicians' situation forced a special convention of the NAB in New York last Oct. 12 and 13. It was at this convention that the reorganization committee was named to bring in a plan that was to rejuvenate the NAB and make it a trade association worthy of the industry, or fail of enactment and thereby bring about the NAB's demise as such. This committee handled its work with celerity. It retained Mr. Loucks, and within a few weeks drafted its first reorganization plan in the rough.

A month later a revised reorganization proposal was drafted, encompassing the best views of stations supplied to the committee. It was this plan that outlined the broad organization with its proposed paid president, regional directors and specialists in various fields. Using its plenary powers, the Reorganization Committee instructed the NAB board to call the regular convention in Washington to pass on the reorganization plan.

Prior to the convention, all sorts of wild rumors were spread, mainly in the theatrical press, about dissension in industry ranks, trends toward government ownership and kindred conclusions which tended only to incite bad feeling and agitate anti-radio interests. The fallacy of these usually unfounded dope stories was exposed by the convention itself, which settled down to the busines of reorganization without pyrotechnics, drama or alleged "showmanship."

President's Letter Read As Convention Opens

When the opening gavel of President John Elmer, WCBM, Baltimore, sounded, there were 412 registrations for the convention. Approximately 600 were in the meeting room. Following invocation by Father H. A. Gaudin, of Loyola University, which operates WWL, and the opening formalities, Chairman Frank R. McNinch of the FCC read to the convention a letter of greeting from President Roosevelt.

"One of the greatest advantages of the system of licensing broadcasting, is that it is sufficiently flexible to lend itself readily to adjustment to meet our changing social and economic needs," the President wrote. He emphasized the opportunity of the broadcasting industry to serve the public but also pointed out that an important responsibility rests upon it. "I have the high hope that the industry under the guidance of and in cooperation with the FCC will prove itself to be worthy of the great public trust reposed in it," he concluded.

In his opening address, President Elmer asserted that "clear thinking and broad vision" were imperative at this convention. He pointed out that the responsibility was great and that the broadcast-

NAB Invitations

INVITATIONS for the next annual convention of the NAB have been received from Houston, Tex., Atlantic City, San Francisco, Poland Springs, Me., and Sandusky, Ohio, President John Elmer announced at the opening session. Success of the Washington convention and the availability of speakers there, however, may result in selection of the capital city on a regular basis.

NAB Membership Rises With 23 Stations Joining

THE MEMBERSHIP of the NAB increased by 23 stations during the Washington convention, Feb. 14-16. Applications of 13 stations were approved by the old board which expired with the adoption of the organization plan while the new board launched its tenure by approving 10 additional members. The total membership now stands at 419 stations and 8 associates. An increase of 100 stations during the year is anticipated by virtue of the reorganization.

New members are: KTKC, Visalia, Cal.; WKEU, Griffin, Ga., WNAC, Boston; WICC, Bridgeport; WEAN, Providence; KGKY, Scottsbluff, Neb.; WKBZ, Muskegon, Mich.; WBAX, Wilkes-Barre; WMFD, Frederick, Md.; KWNO, Winona, Minn.; WGTM, Wilson, N. C.; KARM, Fresno; KGKB, Tyler, Tex.; WSPA, Spartanburg, S. C.; WTEL, Philadelphia; WCHS, Charleston, W. Va.; WPAR, Parkersburg, W. Va.; WBLK, Clarksburg, W. Va.; WINS, New York; KFJZ, Fort Worth; WCBA, Allentown, Pa.; WCMI, Ashland, Ky.; WRTD, Richmond, Va.

NEW NAB BOARD—Just prior to the first meeting of the new board of directors of the reorganized NAB Feb. 16, this exclusive photograph was made by BROADCASTING. Left to right (front row): Edwin W. Craig, WSM; W. Walter Tison, WFLA; Harold V. Hough, WBAP; John Shepard, 3d, Yankee Network; Walter J. Damm, WTMJ; Mark Ethridge, WHAS; John Elmer, WCBM. Middle row: C. W. Myers, KOIN-KALE; Frank M. Russell, NBC; Donald W. Thornburgh, CBS; Elliott Roosevelt, Hearst Radio; Herb Hollister, KANS; Edward A. Allen, WLVA; John E. Fetzer, WKZO; O. L. Taylor, KGNC. Back row: Earl H. Gammons, WCCO (CBS); Harry C. Wilder, WSYR; Clair R. McCollough, WDEL; Lambdin Kay, WSB; John J. Gillin, Jr., WOW; Ralph R. Brunton, KJBS. Absent were John A. Kennedy, WCHS, Gene O'Fallon, KFEL.

ers should not let "prejudice or selfish motive affect fair judgment." He expressed his thanks for the cooperation of the membership.

Senator Wheeler's speech elicted salvos of applause, though it was an open challenge to the broadcasting industry and to the Commission to avoid the pitfalls that might lead to Government ownership. [His address appears in full text on page 19.] While he turned thumbs down on superpower, "monopoly" which he said could result from several "species of power", and censorship and opposed clear channels, except in isolated cases, the chairman of the Senate Interstate Commerce Committee expressed warm friendship for the broadcasting industry as a whole and paid tribute to stations and networks for the basically good program job they have performed.

Criticizes Decision In Mae West Case

It was the first time the NAB had heard that kind of talk from a public official. He spoke intimately of the problems of the industry, advocating a one-year license in lieu of the present six-month license and urging broadcasters to prepare for facsimile and television which he viewed as their rightful heritage.

Senator Wheeler flayed the FCC for the implications of its "Mae West" decision, asserting he did not believe that the Commission's purpose was to penalize stations affiliated with the networks when they had no control over the origin of chain programs.

Concentration of ownership of stations in the same hands was condemned by Senator Wheeler as a species of monopoly. He said that superpower placed in the hands of one licensee or one small group of men was a degree of economic and political force giving tremendous advantage over competitors and a potentially dangerous means of moulding public opinion. In all these cases, Senator Wheeler said he felt the FCC should cope with the problems because he believed Congress had given it ample legislative authority. If regulation of radio has lagged in any particular, he said, it has been in relation to the networks.

Regarded as a liberal and one of the most influential members of the Senate, Senator Wheeler's flat statement that he was opposed to Government ownership or interference with broadcasting was welcomed by the convention. He added, however, that "we cannot ignore the signs or the tempo of the times. Only broadcasting's folly would make the threat real and that would evolve if we allowed any entities in the industry or outside it beckoning for entree, to become too large, too potent, to permit them to reach the point where the influence they exert is so great as to create political animosities and internecine strife that could only result in its destruction."

Banquet Windup

THE two-day NAB convention wound up Feb. 15 in gastronomical glory with the most pretentious banquet in its history. In the grand ballroom of the Willard Hotel, scene of Gridiron Dinner and other notable Washington events, there were packed some 650 broadcasters and distinguished guests, including members and staff of the FCC, members of President Roosevelt's staff, members of Congress and others in public life. Mark Ethridge, WHAS, temporary chairman of the new NAB board, was toastmaster. Entertainment included Kate Smith and the Eton Boys from CBS, Stoopnagle & Budd and Mario Cozzi from NBC, and Benay Venuta from Mutual.

Senator Wheeler said it would be "little short of radio suicide to permit any entities in the industry to acquire too much power, either through absorption of independent stations or dictatorship of the policies not in the interests of the local communities served."

Transfers of stations were touched upon by Senator Wheeler when he observed that the license given a station is valid only so long as the broadcaster serves his listeners. He said stations were not given authority to transfer licenses to another party and that the FCC as the governing body must determine whether the new applicant is competent, qualified and responsible "and is not selling something for far in excess of the real value of the station."

Omits Any Reference To Newspaper Ownership

Significant was Senator Wheeler's failure to mention newspaper ownership of stations. He was the first member of Congress to voice an opinion on divorcement of stations from newspaper ownership and it had been expected his remarks would cover those views.

Sentiment generally was that the Wheeler speech, while biting in its tenor, nevertheless came at a good time and would have a sobering influence on the industry and on the Commission.

The most formal type of parliamentary procedure was voted at the Monday afternoon sessions which considered the Reorganization Committee report. Mr. Ethridge, ex-officio member of the Reorganization Committee, who in a short span has developed into a central industry figure, took over the chairmanship on motion of Mr. Craig, as the head of the Reorganization Committee. The convention then resolved itself into a meeting of the Committee of the Whole to consider the report of the Reorganization Committee, section by section, as included in the new by-laws. There were several routine amendments. After the Committee of the Whole had devoted two hours to reading and discussion of the report, it adjourned and the convention then was reconvened. The formality of adopting the certificate of incorporation of the NAB immediately preceded the vote on the reorganization plan, which required a

(*Continued on page 105*)

Mutual Asks More Time From NBC-Blue Outlets

A MOVEMENT to procure more time from NBC-Blue stations to permit them to carry Mutual commercials was launched during the NAB convention in Washington Feb. 14-16 by Mutual. Fred Weber. Mutual general manager, called conferences with the objective of rallying sentiment among the network's outlets to demand additional time.

A guarantee of at least one half-hour per evening between 7 and 9 is sought, station executives reported following the final session Feb. 16.

In addition to time clearance, sales and network problems were discussed. Among those attending were Lewis Allen Weiss, Don Lee network general manager; Gene O'Fallon, KFEL, Denver; John Shepard 3d, and W. W. Warner, Colonial networks; Leonard Kapner, WCAE, Pittsburgh; Al Cormier, WINS, New York; T. C. Striebert, WOR, Newark; Ed Burke, WBAL, Baltimore; and Samuel R. Rosenbaum and Don Withycomb, WFIL, Philadelphia.

Libel Exemption Bill

A BILL to exempt broadcast stations from liability for libel or slander was introduced in the New York State Assembly in Albany Feb. 11 by Assemblyman Phelps, of New York. It provides that no station shall be liable for libel or slander unless the station manager or operator expressly authorizes the use of the objectionable language.

Some of the 500 or More Attending NAB Convention in Washington

McNinch Warns Industry to Toe the Mark

Calls for Cleaner Programs; Plans Net Probe

Chairman Frank R. McNinch, of the FCC, addressed the NAB convention Feb. 15. He departed frequently from his prepared text. BROADCASTING *herewith presents the full text of his speech as delivered on the convention floor:*

When I took office as Chairman of the FCC, I had but little understanding of the wide scope of the duties and responsibilities of the Commission in the licensing and regulation of the radio. Each week has brought to me an increasing realization of the importance of the Commission's work to the public as well as to the industry. So intriguing and fascinating has the Commission's field of opportunity for public service become, that while, as it was expressed in the press, I was loaned from the Power Commission to the Communications Commission for a period of a few months, I am now planning, gentlemen, to continue in this work until I may have had a part in at least charting a course of constructive regulation and the formulation of policies for the guidance of the industry and the solution of some of the more important problems inherent in radio and facing your industry.

In a remarkably short time radio has taken first rank as a means of mass communication. The very fact that radio has this power to carry its message direct and daily to so many of our citizenship, stamps it as a unique public utility which is affected with a peculiar and distinct public interest and one whose basic problems are social rather than economic. This challenging social significance lifts radio to a new and a different and a higher level of responsibility than any other means of communication. It stamps it, in my judgment, with an imperative dedication to the public service. You cannot escape that. You dare not seek to avoid the fullest discharge of the public trust and the trusteeship that is yours incident to the license you hold. For while we no longer speak technically of the ether, the radio frequencies are a part of the public domain.

Radio Essentially A Social Force

You enjoy a special privilege to use one of the most valuable resources known to man which has been harnessed by the genius of man and made the servant of all of us. The importance of radio and its intimate nature cautions all who deal with it that in a democracy radio must be kept a democratic institution, that radio should and must respond to and reflect our true national ideals.

I have said that radio is essentially a social force. True, it has its economic aspects and there is, gentlemen, a perfectly proper place under our system for the profit motive. But herein lies one of the gravest dangers to the future of the radio industry. For if you unwisely, as I would deem it, yield to the temptation to exalt profits to the impairment of the public service, you may be sure that the public will in the course of time demand a reckoning.

Of all industries it seems to me that radio, because it is so essentially social in its implications and effects, clearly calls for a leadership that has social vision and a mature wisdom which understands and mistakes not that in such a public utility as that with which you deal, there is—there can be—but one safe and sure way to win and hold the public favor. That, gentlemen, is through the enlightened, genuine and unselfish purpose to serve the best interests of the public. Beware of reliance upon propaganda and political pull and influence. If you may forget everything else I say, I think it may be worth while for you to remember that. These are but broken reeds upon which you dare not lean in this industry of all industries. And, familiar as I am sure you are with the history of other industries, I remind you of how some of them relied in the past upon false and misleading propaganda to advance their interests, of how some of them relied upon political influence for the accomplishment of their purposes, rather than upon the sheer merit of their service and the genuine devotion to the public interest. A conscience quickened and sensitive to the interests of the public is a never failing monitor.

Public Quick to Recognise Vices

The leaders of this industry must be able to take the long view, and not look too closely and immediately at profit. A just public is always willing to pay a fair return for a valuable service rendered, but that same just public is also quick to recognize the devices and the vices of those who would profiteer upon the public resources. This resource is merely loaned to you, not for your primary benefit but for the largest good of the largest number of our people, the public being willing at the same time that you shall have a fair return upon your investment and for your energies and your ability.

I believe (because I am somewhat of an idealist though I hope I am also practical), that in all business, but peculiarly in your business, there are larger dividends to be had in decency than in anything that stops short of it, that there is more profit to be had in a genuine high-purpose service to the public than in any process which includes the cutting of corners or the taking of a short route to the glittering gold that may appear to lie so readily at hand!

'Greed May Return To Plague Us'

We are all familiar with the fable of killing the goose that laid the golden egg, and we are so familiar with it that we pass over many of its implications. But, many have been so unwise as to do this very thing, time and time again in America, in dealing with public utilities. They were unduly urged by that greed and selfishness that resides in all of us and which, if we are to hold it in check, requires on our part a clear realization that if we pursue this course, our greed may return to plague us tomorrow in ways that we may not think of when we gather the immediate and easy gold. You are in a high sense and a real sense—and we are not merely dealing with phrases and words—trustees of a public resource.

You have no property interest in it. You can acquire no right to it. It belongs to the people. It is their property. They want it used and they want you to use it but they do not want, nor are they willing for it to be abused. And a trustee with anything like an adequate comprehension of his trust, will be too wise to permit himself to abuse that which is entrusted to him for the public good.

Frequencies Available For Public Service

It would be, though I do not want to intimate that I think any such day is even approaching, an ill day for the broadcasting industry of America if that facility should be permitted to become a whirligig of adventurers or the plaything of fortune hunters. For the people had no such thought in their minds when through the act of Congress they made these frequencies available for the use and benefit of the public.

If the NAB is earnestly interested in maintaining the present license system, as I am sure you are, then I summon all of you to a public spirited cooperation among yourselves and with the Federal Communications Commission and with the Congress to the end that

PRESIDENT ROOSEVELT'S LETTER

THE WHITE HOUSE
WASHINGTON

February 12, 1938

My dear Chairman McNinch:

It is a pleasure through you to extend greetings and good wishes to the radio broadcasting industry on the occasion of the Sixteenth Annual Convention of the National Association of Broadcasters to be held in the Capital of the Nation.

During the past year we have witnessed basic developments and progress in radio which will have a profound effect upon the application of broadcasting in this country as well as on the North American Continent.

One of the greatest advantages of the system of licensing broadcasting is that it is sufficiently flexible to lend itself readily to adjustment to meet our changing social and economic needs. In a new field of public service such as that of broadcasting we may and should expect rapid progress in both the development of the art and in meeting the public requirements that this national resource shall increasingly contribute toward our social as well as our economic advancement. The broadcasting industry has, indeed, a very great opportunity to serve the public, but along with this opportunity goes an important responsibility to see that this means of communication is made to serve the high purposes of a democracy. I have the high hope that the industry under the guidance of and in cooperation with the Federal Communications Commission will prove itself to be worthy of the great public trust reposed in it.

I hope the forthcoming deliberations will be fruitful of wise judgments in dealing with the many and diverse problems that enter into the broadcasting industry.

Very sincerely yours,

Franklin D. Roosevelt

Honorable Frank R. McNinch,
Chairman,
Federal Communications Commission,
Washington, D. C.

radio may become an increasingly constructive, enlightened, entertaining and helpful servant of all the people.

And, when I say cooperation, I mean cooperation and not mere lip service to the principle. I mean cooperation when in your judgment it will cost you something to cooperate. I mean cooperation when the course directed runs counter to your judgment but represents the mature judgment of the Congress or of the Commission, the immediate representatives of the people, the owners of these frequencies.

In years gone by I have often been assured of cooperation and then when we came to deal with matters across the table, I was disappointed to learn that cooperation to some meant cooperation through acceptance of their views rather than any honest or serious effort on their part to meet the view of the regulatory agency, under oath of office to discharge its duty.

Keeping the Industry On Democratic Basis

I invite your real cooperation. You shall have my sympathetic and I hope understanding, fair and just cooperation to the end that such problems as confront us may be solved in a constructive manner so as to best serve the public, your boss and my boss.

If you want to keep radio democratic—and I do not doubt that you do—you must be on your guard against the growth and development of any autocratic power within the industry. Yours is a very young industry and it need not, except through folly, fall into the grievous errors that other industries have fallen into in the past. Certain utilities in the past permitted a concentration of control that grew to such vast proportions as to become a veritable Frankenstein that ultimately turned upon and destroyed its very creators and destroyed the confidence of the public in the utilities as well.

Why follow the tragic path that others have trod to their downfall and ruin when all we need to do is look about and read the handwriting on the wall which is, that America is monopoly-conscious, that America hates autocratic power, that America will not tolerate the dominance of greed over public utilities that touch either the economic necessities or the social requirements of its people.

You know the familiar history of the railroad industry and of the power industry and of some other industries that paid the terrific price of a hot condemnation by the public because of the very thing I am talking to you about. And, I warn you in the friendliest possible fashion and with the profoundest and most genuine and sincere interest in you and in your industry, that you need not tread the path to this Gethsemane if you will but stand firm and be true to the highest interests of your industry and, therefore, the highest interests of the public.

Do not deceive yourselves, gentlemen, as others in days gone by may have deceived themselves about other industries, that your industry is different from others and that this thing cannot happen to radio. Face the stark reality that it has happened to other industries, that it happened so silently, so gradually, so unobtrusively, that no one could put his finger upon the particular time and place when unwieldy concentration of control had spread its influence like a blight upon the industry concerned.

Chairman Lashes Out

FRANK R. McNINCH

Says Radio Cannot Survive an Insull

A member of your own industry said to me not long ago, "Radio cannot survive an Insull." Indeed it could not, as the people are even more interested in and have a more definite sense of proprietorship over radio than perhaps over any other public agency. The American public tumbled the pyramids of Insull and devastated the financial empire he built, and you may be sure that it will not tolerate an Insull in this industry which touches so intimately the homes and our social life at so many angles.

The people have a keen consciousness that radio belongs to them. They are watching with an intelligent yet sympathetic interest how you administer that which is loaned to you. They have high expectations, as they have a right to have, as to the kind and quality of service they are to receive. While the public is fair and patient, it will ever hold to strict accountability its trustees to whom are entrusted any public resource for their use.

I had the pleasure with you of hearing Senator Wheeler's great speech to you yesterday and I found myself in agreement with many of the things he had to say. He discussed many subjects of obvious importance and interest to you and to the nation. Among them he discussed the subjects of monopoly, of chain broadcasting, of concentrated control and of preserving to the local communities their pride and social and economic interest in their local broadcasting stations. He spoke with such consummate skill and comprehensiveness that it would be unpardonable for me to take your time in a further general discussion of those subjects. Instead, I shall, in keeping with the office I hold and with the responsibility that is mine, undertake to make concrete applications of principles including some of those enunciated by Senator Wheeler.

Commission's Duty To Regulate Industry

I conceive it to be my duty—indeed it is a pleasure when I may—to cooperate with the industry with which I have to deal officially in seeking constructive solutions of its problems. This, to me, is much the preferred course and I should like to feel, as I hope I may have reason to feel, that your industry will be found to be so progressive, so public-spirited, so genuinely cooperative, that you may run somewhat ahead of the edicts and the mandates of regulation and make the Commission's task the easier and your position the stronger.

But, while I believe in cooperation and invite and shall welcome it and shall meet you as nearly half-way as the law will permit me, I cannot forget that the Commission is under the mandate of the law to regulate this industry. I shall not seek to escape that duty. I hope I may find the courage never to flinch from what may be my duty in the exercise of the functions that are entrusted to me.

I am not one of those who believes that an industry requiring regulation may safely be trusted with the job of regulating itself. I doubt if any of us really want to be regulated, however slightly the regulations may affect us. And yet I am sure that all of us believe that there are many industries, including yours, that must be regulated for their own good as well as for the public good and hence I believe in firm, courageous, yet fair, judicial, considerate regulation directed toward the advancement of the industry in so far as that is compatible with the law.

FCC to Investigate Monopoly Issue

Senator Wheeler discussed the danger to the industry if a monopoly were permitted to develop or exist. My word to you on this subject is that it is the duty of the Communications Commission to prevent the development of a monopoly or to set about to destroy it if one exists. I have no less determination than that I shall contribute all that I can toward these ends and in so doing, I shall be convinced that I am serving the best interests of the industry as well as of the public.

I am not particularly interested in whether there may be a technical or legal monopoly. My concern runs ahead of that consideration to discover whether there is a concentration of control amounting to a practical monopoly. If there is a monopoly, it exists in direct violation of the law and it should be suppressed. If there is no monopoly, may I suggest that you reexamine the extent to which there may be developing a centralization of control. Ask youselves the question: Whither is it tending?

I could think of many things more pleasant to say than some of the things I am saying, but I have never conceived it to be a wise or manly course for an administrator to merely indulge in flattery and compliment thus to avoid hurting anyone's feelings. I speak to you under a sense of obligation of office which I hope I do not unduly exaggerate. But I am perfectly certain that I have an imperative and an inescapable duty in this premise. The discharge of it in the direction I am indicating to you is absolutely the best thing that could happen for your industry to the end that there may be

(*Continued on page 103*)

Worst Storm in History of California Wreaks Havoc With Station Equipment

THE Sacramento Valley's worst storm in history, roaring through the region Feb. 9, took its toll of radio stations when the recently installed tower of KFBK, Sacramento, and KGDM, Stockton, were blown down and the stations forced off the air. KFBK's tower was completely wrecked, according to a report to BROADCASTING by Guy C. Hamilton, general manager of the McClatchy radio and newspaper enterprises. It was off the air from 12:45 p. m. Feb. 9 until the morning of Feb. 11 when its engineers were enabled to operate it with horizontal antenna wires.

Using Temporary Antenna

Mr. Hamilton stated that KFBK temporarily is erecting a collapsible steel-pipe pole of quarter wavelength, and that it may take several months to replace the tower. The station in the meantime is enabled to provide about 50-mile coverage.

The storm also swept through the San Francisco bay area where several stations, including the 50,000-watt KPO, were also thrown out of commission for some hours. None lost towers, however.

KFBK's contract with the tower manufacturers guaranteed its withstanding a 90-mile gale, whereas the wind's actual velocity was 55 to 60 miles. The tower will be replaced by the manufacturer, and in addition to that guarantee was covered by wind insurance of $15,000.

"The first result of the storm," said Mr. Hamilton, "was a failure of the power supply. When the power finally came on, we found that we had a leak in our main cable which we ourselves own and which we had repaired. When we finally turned the juice on, the power in the wire was so great that the omsulators blew out and we did not actually get to broadcasting until this morning (Feb. 11)."

H. C. Read, AT&T Co.; R. E. Poole, Western Electric Co.; H. A. Cowham, CBS.

J. Leslie Fox, KMBC, and H. Deane Fitzer, WDAF, are friendly rivals away from their home bailiwick of Kansas City.

Bill Cline, WLS, Chicago (right) shoots a candid of Lew Avery, WGR-WKBW, Buffalo, at sales managers meeting.

Edwin W. Craig, WSM, Nashville, chairman of Reorganizing Committee, rendering his report.

Maurice Clarke, WHEC, Rochester, and Boyd Fitzpatrick, WHDL, Olean, N. Y.

Carl Meyer, WGN, Chicago, and Ted Streibert, WOR, Newark.

Roy Radner, WIBM, Jackson, Mich.; George W. Smith, WWVA, Wheeling; Jay Kelchner WMMN, Fairmount, W. Va. Maurice Coleman, WATL, Atlanta; Ed Flanigan, WSPD, Toledo.

Smiling Don Davis, WHB, Kansas City.

Dick Jordan, WDBJ, Roanoke, snapping the photographer snapping him.

Senator Wheeler Speaks

Earl C. Gammons, WCCO, Minneapolis; Edward Petry; Stanley Hubbard, KSTP, St. Paul; William J. Scripps, WWJ, Detroit; Glenn Snyder, WLS, Chicago.

Evelyn Knight pins a Mutual carnation on Samuel Rosenbaum, WFIL, Philadelphia

Harry C. Wilder, WSYR, Syracuse; Father H. A. Gaudin, WWL, New Orleans; John Ewing, KWKH, Shreveport; Father W. A. Burke, WEW, St. Louis.

Carl H. Butman, Washington; Clarence T. Cosby, KWK, St. Louis; Paul H. Raymer, Paul H. Raymer Co.; Naylor Rogers, International Radio Sales; Bob Convey, KWK; Fred Brokaw, Paul H. Raymer Co

Calvin Rawlings, district attorney of Salt Lake City; Sidney Fox, KDYL, Salt Lake; John M. Baldwin, KDYL, Philip G. Lasky, KSFO, San Francisco.

Advertising Bill Now in Final Stages

Trade Commission Gets Broad Power Under New Measure

By WALTER BROWN

THE House of Representatives on Feb. 14 adopted the conference report on the Wheeler-Lea bill broadening the powers of the Federal Trade Commission. Favorable action by the Senate on the report, which is expected this week, will send the bill to the White House for President Roosevelt's signature.

While the conference made a number of minor changes in the legislation, the bill remains substantially as it passed the House Jan. 12 [BROADCASTING, Jan. 15]. The original Senate bill, passed last March, broadened the base of the FTC in issuing cease and desist orders. The House Interstate Commerce Committee tacked on the controversial proposal to give the FTC control over false and misleading advertisement of food, drugs, devices and cosmetics.

Because of the large volume of food, drug and cosmetic advertisement carried by broadcasting stations, the Wheeler-Lea bill is of much concern to the industry. The conference retained in the bill the section which exempts radio stations, as well as newspapers and advertising agencies, from any liability under the administration of the act provided they do not withhold information from the FTC relating to advertisers who may be considered violators.

Broad Discretion

The extent to which radio advertising will be affected by the new law will depend on its administration. The FTC is given broad discretion in interpreting what constitutes false and misleading advertising. The measure itself defines false advertising as that which is "misleading in any material respect".

Armed with authority to issue cease and desist orders with teeth, and a $5,000 fine for violation when the order becomes final, and a similar fine as well as imprisonment for advertisers convicted of false advertising, the FTC becomes one of the most powerful federal agencies. Since it is a quasi-judicial body, advertisers are expected to fare much better than they would had the power over advertising been placed in a bureau of a department as proposed in the Copeland food and drug bill.

A statement accompanying the conference report pointed out that the Senate had accepted the advertising section of the House bill with a few minor amendments. The House accepted provisions in the Senate bill defining such terms as "corporation" "documentary evidence," "acts to regulate commerce" and "anti-trust acts." The House accepted a Senate amendment providing that FTC commissioners would continue to serve after the expiration of their appointment until their successors are appointed and qualified.

The Senate accepted the House provision providing a fine of $5,000 instead of $500 for violation of a cease and desist order.

A change of some importance was the rewording of the section dealing with penalties for violation of the advertising section. The conference agreement restricts the penalties under this section to cases where the injury may result from use of the commodity "under the condition prescribed in the advertisement thereof or under such conditions as are customary or usual."

In other words, if a purchaser of liniment is injured using the preparation internally, the advertiser is not to be held liable. It is not the intent of the section, the conference report said, to provide penalization in such cases "where there might be injurious results merely because of reactions of consumers due to their peculiar idiosyncrasies or allergic conditions."

Clause Affecting Packers

The conference changed the wording of the bill relating to exemption of meat packers which provides that meats and meat-food products duly inspected, marked and labeled in accordance with rules and regulations under the Meat Inspection Act shall be "conclusively presumed not injurious to health at the time the same leave official establishments."

In the section dealing with false advertisements, there was a provision relating to a difference of opinion among experts as to the truth of a representation in advertisement. It was provided that such advertisement would not be held misleading if the difference of opinion were clearly stated. The conference decided this provision "was unnecessary for the purposes of the legislation" and struck it from the bill.

The section defining the term cosmetic included "articles *intended* to be rubbed, poured, sprinkled or sprayed on, introduction into, or otherwise applied to the human body or any part *thereof* for cleansing, beautifying, promoting attractiveness, or altering the appearance." The conference struck the word "intended" and reinserted it after the word "thereof."

Chairman Lea (D-Cal.) of the House Interstate & Foreign Commerce Committee, and Chairman Wheeler (D-Mont.) of the Senate Interstate Commerce Committee, headed the conference which whipped the FTC bill into final form.

Exemptions in Bill

That portion of the bill exempting broadcasters and publishers from liability under certain conditions reads as follows:

"(b) No publisher, radio-broadcast licensee, or agency or medium for the dissemination of advertising, except the manufacturer, packer, distributor, or seller of the commodity to which the false advertisement relates, shall be liable under this section by reason of the dissemination by him of any false advertisement, unless he has refused, on the request of the Commission, to furnish the Commission the name and post-office address of the manufacturer, packer, distributor, seller, or advertising agency, residing in the United States, who caused him to disseminate such advertisement. No advertising agency shall be liable under this section by reason of the causing by it of the dissemination of any false advertisement, unless it has refused, on the request of the Commission, to furnish the Commission the name and post-office address of the manufacturer, packer, distributor, or seller, residing in the United States, who caused it to cause the dissemination of such advertisement."

The definition of false advertisement as contained in the revised measure, is as follows:

"(a) The term 'false advertisement' means an advertisement, other than labeling, which is misleading in a material respect; and in determining whether any advertisement is misleading, there shall be taken into account (among other things) not only representations made or suggested by statement, word, design, device, sound, or any combination thereof but also the extent to which the advertisement fails to reveal facts material in the light of such representations or material with respect to consequences which may result from the use of the commodity to which the advertisement relates under the conditions prescribed in said advertisement, or under such conditions as are customary or usual. No advertisement of a drug shall be deemed to be false if it is disseminated only to members of the medical profession, contains no false representation of a material fact, and includes, or is accompanied in each instance by truthful disclosure of, the formula showing quantitatively each ingredient of such drug."

AFRA Signs Second Artist Contract

WINS, WCFL on List; Concentrating on Net Programs

A TEMPORARY contract covering the announcing staff of WINS, New York, has been signed by the station management and executives of American Federation of Radio Artists, AFL talent union. This is second station contract to be negotiated by AFRA, which in December signed a contract for the announcers at WCFL, Chicago, giving them a 40-hour, five-day week and a 29% raise to a minimum of $45 weekly, and containing the provision that any announcer hired by the station must either be or become an AFRA member.

What the AFRA Wants

At the moment, however, AFRA executives are not spending much time in dealing with individual stations, as they are concentrating on the major task of negotiating standard contracts for all talent employed on national network programs. AFRA committee is meeting regularly with representatives of the major networks and of the American Association of Advertising Agencies. The WINS compact calls for five-day, 40-hour week, AFRA shop and salary readjustments. WINS also has agreements with two AFL unions, IBEW for engineers, AFM for musicians.

AFRA officials have consistently refused to disclose or discuss the specific provisions of their demands. The following outline is therefore not official, but it came from a usually reliable source and is believed to contain the main demands of the union. Dramatic talent on network commercial programs, under the demands, is to be paid $25 for a 15-minute broadcast with one two-hour rehearsal; $50 for a half-hour show with two two-hour rehearsals, and $75 for an hour program with two three-hour rehearsals. Dramatized commercials on 15-minute shows will cost $15; $30 on 30-minute shows and $45 on hour shows, with a full hour's rehearsal on each. Rebroadcasts call for a 50% of the minimum fee if made on the same day and for the full program charge if made on a different day.

Demands for solo singers on national network sponsored programs call for $35 for 15 minutes, $50 for a half-hour and $75 for an hour, with one, two and three hours rehearsal respectively. Overtime charge is $10 for each half-hour. Singers in groups will be paid slightly less than this scale. Auditions of two hours will carry a charge of $10, with $5 an hour overtime. Transcription fees are to be the same as for network programs for both actors and singers. Sustaining program fees are consistently 10% less than for commercials. Scale for announcers is said to be still under discussion.

The American Guild of Radio Announcers and Producers has mailed ballots to its membership asking for a vote to determine future status of the union, whether it should maintain its present independent position or become affiliated with American Communications Association, CIO radio union whose membership is confined chiefly to technicians, or AFRA, AFL talent union.

Ballots were mailed out after two meetings of delegates of the 28 AGRAP chapters failed to reach a decision. First session on Jan. 7 wound up with delegates returning home for instructions [BROADCASTING, Jan. 15], and after a second conclave Feb. 4 had produced no better agreement it was decided to put problem directly to the membership.

The union, which will celebrate its first anniversary April 2, was founded at WABC, New York, by Roy S. Langham, production man at CBS and AGRAP president. At present AGRAP claims a membership of approximately 300, with 28 chapters, mostly in the East. While concentrating on organizing announcers and production men, AGRAP has also taken sound effects men, engineers, writers and others into its fold. A two-thirds majority vote is necessary to determine AGRAP's future course.

While the current recession has slowed down organizing all along the line, AGRAP reports that negotiations with WOV-WBIL, New York, are completed and a signed contract was expected any day. Mrs. Emily Holt, executive secretary of AFRA, reports satisfac-

(*Continued on page 101*)

Avoid Monopoly, Improve Service: Wheeler

PutsResponsibility For Programs at The Source

Following is the full text of the speech delivered Feb. 14 at the NAB convention by Senator Wheeler (D-Mont.):

IT IS a rare circumstance for a Senator to address an audience of broadcasters. Ordinarily a Senator or some other public official utilizes the facilities of broadcasters to talk to the public. I welcome, therefore, this opportunity to consider with you some of the vital problems of this industry—problems which are not only the concern of broadcasters themselves but which are likewise of great importance to *all* the people of the nation.

As licensees of the Federal Government, you broadcasters are the custodians of one of the people's most valuable natural resources. The magic of science has placed in your hands the temporary control of the greatest method of mass communication ever devised by the genius of man.

Points to Danger In Abuse of Privilege

I use the word "temporary" with purpose. Because this great resource, this indefinable something the engineers call "the ether" has been and should forever be inalienably reserved to the people. You are the trustees. To overlook or disregard this trust relationship is a breach that calls for a forfeit of your franchise. I am confident that all of you recognize your obligations as broadcasters in this respect. Yet I feel that we cannot emphasize too often the positive duties of those who hold a public franchise.

In fields other than broadcasting, perpetual grants by the Government to its individual citizens too often develop a false proprietary sense that results in an abuse of the granted privilege. So I remind you today of your responsibility to those you serve, not because I have any information that you are unmindful of these obligations, but because I have the belief that among the many problems you have gathered here to consider, there may be interwoven the basic question of our Democracy's future.

America, as we know it, has thus far escaped the contagion which has spread among other nations of the world. Through a period of bitter economic strife, our democracy has survived. Free speech as exemplified by a free radio and a free press has made its contribution to this survival of our political system. Your recognition of your responsibilities in operating a free radio is an important part of the needed assurance that our cherished system will long endure.

I need not indulge in a detailed comparison of the radio systems of this nation and those in which democratic principles have been abandoned. You are familiar with that story. In all of those countries where fundamental human rights have been subjected to the tyranny of dictatorship, radio is the exclusive instrument of the central government. To perpetuate these undemocratic systems, controlled propaganda is essential with radio, one of its most important mediums.

Therefore, my repeated emphasis of your duties as a trustee is based upon the fervent hope of maintaining our democratic processes through whatever crisis may develop, whether it be political or economic. That is and should be our fundamental consideration. While it is a necessary function of government to make information available to its citizens, political or monopolistic control of the media for distribution of information is inconsistent with basic democratic principles. The pattern of dictatorship, whether it be fascist or communist, is uniform in its centralized control by government of facilities for mass communication.

For obvious reasons, neither you nor I want to see government ownership in American radio; but we cannot ignore the signs or the tempo of the times. Only broadcasting's own folly would make the threat real. And that would evolve if we allowed any entities in the industry, or outside of it beckoning for entree, to become too large, too potent; to permit them to reach the point where the influence they exert is so great as to create political anamosities and internecine strife that could only result in its destruction.

Fears Concentration Of Influence

There are several species of monopoly that might get a stranglehold on radio. All deal with power. One is power in watts—high power protected over unlimited areas—a second is power in numbers of stations concentrated in identical ownership. The third relates to the power and the status of the networks. Each deals with the extent of influence, of coverage, in the hands of a single person or group. And in each case you have another element of "power", that which reposes in radio because of its peculiar faculty in moulding public opinion—a unit of force and influence that cannot be achieved by any other medium.

Inherent Influence In High Power

If radio has any tradition, it is that of service to a particular community and its immediate contiguous areas. Many stations—the best of them—have acquired for themselves a definite status in their communities, a sort of local pride, attained because they have dedicated themselves to these communities and their advancement.

With high power a station immediately loses its local or statewide status. It has no community to serve. The nation becomes its oyster. It is in direct competition with those smaller local units which theretofore performed an acceptable and commendable local or regional service. High power places in the hands of one licensee, one man or one small group of men, a degree of power, both economic and political, that gives him tremendous advantage over his competitors and places in his hands a potentially dangerous means of moulding public opinion.

As I construe it, this is contrary to those basic concepts of our constitutional and democratic form of government. Thus, I believe that the clear channel, as such, is undesirable, although it may be necessary in a few instances. The initial reason for the clear channel was rural coverage. That premise is no longer valid when we find that practically all of these channels now are assigned

PLUGS FOR V. P.'s
Wheeler Chides Russell and Butcher in Speech

SENATOR WHEELER (D-Mont.) in his vigorous speech at the NAB convention at its opening session, opened and closed it with what were described as "spot announcements" for Frank M. Russell and Harry C. Butcher, NBC and CBS vice-presidents respectively in Washington.

With a glint in his eye, Senator Wheeler related that when word first spread around that radio might be investigated by the Senate Interstate Commerce Committee, which he (Wheeler) headed, the two broadcasters got together and decided that they should go to confession. Butcher suggested a "deaf priest" to whom they could go. Russell, the Senator related, went in first and came out after a while bedraggled and beaten. Butcher, amazed, asked about the trouble and if he didn't see the "deaf priest."

"Hell no," responded Russell (as related by Wheeler). "It was McNinch of the FCC."

RAPT ATTENTION—Was paid Senator Wheeler (left) not only by the convention delegates but by those on the rostrum. In various moods of concentration are (left to right) Rev. H. A. Gaudin, WWL, New Orleans; E. B. Craney, KGIR, Butte; Judge E. O. Sykes, FCC; John Elmer, WCBM, Baltimore, retiring NAB president; Frank R. McNinch, FCC chairman; George E. Allen, District of Columbia commissioner; Thad H. Brown, FCC; T. A. M. Craven, FCC.

to the metropolitan centers of the country rather than rural areas and that the majority of them therefore serve a small geographical area over which they are merely giving a duplication of service.

The second species of monopoly is the concentration of facilities in identical hands. This can happen locally or nationally; locally when all or practically all of the outlets in a given community are controlled by the same group. It can happen nationally through ownership by the networks, or by other groups, of important stations in key communities. This danger becomes readily apparent when we find many of the most coveted facilities reposing in the hands of the major networks. This to me appears to be a matter with which the FCC should cope, for the Congress has given it ample legislative authority to do so.

Relation of Networks With Their Affiliates

The third form of monopoly may sprout from another type of power —and I refer to the power of the networks over the independently owned stations affiliated with them. This power has come to the networks in two ways—first, from the fact that a considerable portion of the affiliated station's revenue is derived from, and is under the control of the network. And second, that the stations in smaller communities are largely dependent upon the programs which the networks furnish them.

I do not want to imply that the networks have abused their power. Nevertheless that power exists and both the networks and the affiliated stations are conscious of it. That power leads to inequitable bargaining ability between the two, and that unequal bargaining power, if abused, may lead to monopoly. Whether they have abused that power the independent stations know better than I.

Network broadcasting has contributed greatly to the service of the public. The networks are entitled to a fair return on their investments and to a reserve to serve as a cushion for the coverage of national events for which they receive no pecuniary return. They have been important factors in the upbuilding of radio to its present giant and influential stature. I should be the last one to wish to see them regulated to the point of extinction. I know what the network programs mean to the people of my own State. But we cannot let this power of which I speak enable the networks either to absorb the independent stations or dictate policies not in the interest of the local communities served. That would be little short of radio suicide which neither you nor I want to see happen.

Responsibility Belongs At the Source

And while on the subject of networks, it seems to me that if regulation of radio has lagged in any particular, it has been in relation to these national entities. In this connection, I call attention to the Commission action when after receipt of complaints, made an investigation into the allegedly obscene or indecent performance of a motion picture actress over one of the networks. The Commission's ruling, while reprimanding the network, likewise reprimanded some 60 stations affiliated with the chain. Many stations have taken this as an open threat that if any other complaints were made against these stations they would be hailed onto the carpet to show cause why their licenses should not be revoked. I cannot believe that this was the Commission's purpose as they must realize that the stations affiliated with the networks have little if any control over the programs originated by the chains. They are in no position to censor these programs, or delete them in advance of their rendition. They cannot cut off the program that transgresses the law, offends listeners, or is immoral until after the damage is done. In all cases such as this it seems to me the responsibility must rest squarely upon the shoulders of the station that originates such programs as it is there alone that correction in any broadcast can be made.

"INTENSIVE COVERAGE"—Is what these operators of local low power stations promise. Left to right: Howard Loeb, WFDF, Flint, Mich.; W. F. Craig, WLBC, Muncie, Ind.; Roy Radner, WIBM, Jackson, Mich.; W. B. Greenwald, KWBG, Hutchinson, Kan.; James R. Curtis, KFRO, Longview, Tex.; J. Ray McLennan, WSAL, Salisbury, Md.

Equal Opportunity For Political Candidates

Perhaps the most important problem concerns the use of radio as a method of influencing public opinion. An informed people is the basis of our Democracy. From the town meetings of our grandfathers, we have developed a technique through radio that is at once a unifying force and an instrument of power so tremendous that its ultimate significance cannot yet be appraised. The potentialities of the improper utilization of radio are fraught with such peril as to require the elected representatives of the people to guard zealously against the possibilities of such abuse. This raises the question of monopoly and also the problem of the relation of the regulatory power of government and the use of radio for political and commercial purposes. Congress has expressed itself specifically upon these two matters in the Communications Act of 1934.

Under Section 315, the licensee is required to afford opportunity to a qualified candidate for public office to use its facilities if it has granted his opponent such an opportunity. From a purely legalistic point of view, that requirement of equal treatment of rival political candidates means simply what it says. It was written specifically into the Act to make certain that he who holds a public franchise would not abuse his privilege by a partisan discrimination in granting the use of the forum of the air to qualified candidates in a political campaign. Yet, in spirit, I feel that this provision goes beyond the matter of political speeches in a campaign year. It was an expression of a principle which might be called the "doctrine of fair play." Congress did not write into the law all the specifications which would require licensees to adhere to this doctrine of fair play. To undertake such a task would lead into immense difficulties and when the job was finished, such legal specifications might abridge the right of free speech itself. However, Congress did say that you, as a licensee of a broadcasting facility, cannot take sides in a political controversy by denying the use of your station to one candidate and granting it to another. And I think you will all agree that this is a sound principle. If it is sound with respect to political candidates in a campaign year, it must also be a good policy with respect to other public questions, whether or not it is written into the law. In other words, radio, unlike the newspaper, should have no editorial policy, no axes to grind, nor any group's particular political or economic philosophy to peddle. Radio should afford equal facilities to those who are responsible and have something worthwhile to say, irrespective of the personal view of the licensee.

By this I do not mean that radio should devote all its time to broadcasting competing views of all who may have the desire to talk. Naturally, there must be a common-sense limitation to the time devoted to controversial public questions. The selection of topics and the time devoted to their discussion is the responsibility of the licensee, subject to review by the Commission when it passes upon its question of whether you are operating in the public interest. How well this process of selection is exercised under the "doctrine of fair play" is the important thing.

A proper balance should be maintained between those who advocate and oppose questions important to the people and this "doctrine of fair play" demands equal treatment as to time, number of stations and all other factors which will assure that both sides have the opportunity to reach the same audience. It is through that process that the instrument of radio can continue its development consistent with out democratic traditions.

One of the other problems which faces you and which you naturally look to Congress to help solve is the matter of bringing up to date a law enacted before broadcasting was even thought of — the copyright law. This is a matter which does not come before the Interstate Commerce Committee but is one that should be worked on by Congress. I hope it will be done in the near future.

Three-Year License Opposed at Present

Many of you have discussed with me the lack of stability in the broadcasting industry that has resulted from short term licenses—the six month tenure. You would like to hear me say that I believe you should have your licenses granted for a three-year term, the longest permissable under the Communications Act. I am sorry but I do not feel it is yet time for this, even though I am mindful that

(*Continued on page 98*)

NEWSMEN—Transradio chieftains and some clients. Left to right: Robert Moore, Transradio, New York; Herbert Moore, Transradio president; Les Mewhinney, Transradio West Coast manager; Gene Thomas, WOR assistant sales chief; G. W. (Johnny) Johnstone, WOR public relations chief; Wallace Werble, Transradio Southern bureau chief.

Broadcast Progress Is Forecast by Craven

Sees Business and Economic Gains From Treaty

The speech delivered to the NAB convention Feb. 15 by Comdr. T. A. M. Craven, of the FCC, follows in full text:

THERE are several pertinent matters which I desire to discuss with you in a spirit of constructive cooperation but nevertheless with complete candor. I hope that my quarter century of experience in radio both in the Government and in private industry may enable me to be of constructive assistance to the progress of radio service to the public as well as to the industry you represent in this convention. However, since I believe that the greater progress must be the result of voluntary action by the industry itself I have no ambition to be what is colloquially termed a "reformer."

Before offering you any suggestions, it should be understood that I consider the American system of broadcasting has been proved beyond question to be the best for our country. I know of no sound reason for suggesting a radical change in the fundamental law enacted by the Congress of the United States.

The constitutional guarantees of free speech and free press are keystones in a democracy such as ours, and to these I would add a free radio. The industry should recognize that the very existence of a continuing successful radio in this country depends upon keeping the facilities which are licensed to private individuals by the Government available for service to all the people and denying them to none who desire to make an honest appeal to public opinion upon a legitimate social doctrine.

It is proper that radio broadcasting in this country be operated by private industry and it is equally proper and necessary that this industry be encouraged to earn reasonable profits when it renders good service to the public.

However, in broadcasting, I believe you will agree that since an individual must receive from the Communications Commission a license to operate on a radio frequency, this individual cannot even attempt to make a profit through the operation of a broadcast station without the cooperation of the public through the agency of Government.

Some fail to realize that in obtaining this license they have been granted the use of a modern natural resource which belongs to the people of the United States. Because of this public grant the licensee has a definite responsibility to the people to render a public service for the benefit of his community and the nation.

It may be natural for broadcasters to become so engrossed in their day to day business routine that they lack the time to think clearly of the broader aspects of their business. Therefore, the broadcasting industry should be vigilant in developing an intelligent foresight and cooperation along broadvisioned objectives, else they may fail to achieve the ultimate success for which they have striven with such vigorous pioneering.

May I suggest that in this planning it is essential for each individual broadcaster to realize he is merely a part of an integral whole. This is a basic fundamental of broadcasting by reason of the inherent scientific situation as well as the public responsibilities of each licensee. What a single individual does influences almost instantly, either directly or indirectly, the welfare of others in this industry. Peculiarly, broadcasting differs in this respect from other businesses. One significant difference between the broadcasting industry and other businesses is that in broadcasting there is an instantaneous contact with millions of the citizens of our country every day of the year and at all hours of the day.

These elements of difference should be taken into consideration in planning your future course of action. Also, it should be anticipated that a failure to realize and appreciate the social responsibilities devolving upon each broadcaster could very easily cause a public reaction which might force a change in the existing system.

Voluntary Improvements By the Industry

There is need for improvement in the broadcasting industry and I believe that each of you recognizes that improvements can be made. However, these improvements should be made voluntarily by the industry, with the cooperation of the Government, after there has been a thorough accumulation of facts to enable a clear comprehension of the economic consequences of any proposed change. Thus improvements in the industry must be evolutionary, and both the Government and the various elements of the industry should avoid radical panaceas or other cure-alls. At least all should have sufficient facts to enable farsighted vision as to the economic and social results of any changes which at first may appear to be desirable.

I, therefore, hope that the industry will cooperate with the Government in obtaining many of the facts of an economic character which are now lacking. The careful accumulation of such data is essential to any rational effort to eliminate some of the economic inequalities which exist at present. It is likewise necessary before attempting the development of any constructive program of improvement in the social phases of the service which must be rendered to the people of the country.

In brief, there is much about this industry which must be learned by the Government. Also the industry itself should have a more comprehensive knowledge of some of its basic industry problems. I, therefore, bespeak your cooperation in providing us information which may be sought from time to time in order to enable us all to reach a more intelligent appreciation of many of these vital questions. Sound conclusions can be reached only when the facts are available and for my part, I do not propose to base any decision on any of these fundamental problems except after a careful examination of all the available facts.

Censorship In Any Form Is Opposed

There recently has been much criticism concerning program content. Some of this has been justified, while other criticism fails to consider some practical factors inherent in the American system. I am personally opposed to any form of censorship, either direct or indirect, but I do suggest that the public relations department of your organization might consider most carefully existing public reactions and seek to develop a constructive program of improvement, particularly with reference to advertising continuity.

There has been some notable progress in this direction, but it is a vexatious problem and involves consideration of the many different situations which exist between stations. If the industry as a whole approaches this subject in an intelligent, dispassionate manner, it has the capacity to reach a sane, businesslike solution of the prob-

LATEST STORY—Being recounted to Barry Bingham, WHAS, Louisville (center) and George Norton, WAVE, Louisville (right) by John J. Gillin Jr., WOW, Omaha.

A POSEY FOR ELLIOTT — The son of the President of the United States, Elliott Roosevelt, now chief of all Hearst Radio enterprises, is snapped in a happy mood as Mutual's pretty flower girl pins a carnation on his lapel.

RECORDERS AND RECORDINGS—In left photograph is Fairchild exhibit, with (l to r) C. V. Kettering, Fairchild Aerial Camera Co.; Hal Leyshon, WIOD, Miami; David Brown, WHIO, Dayton; J. L. Reinsch, WHIO; R. H. Lasche, Fairchild Co. In center photo (l to r) are C. O. Langlois and Ralph Wentworth of the public domain transcription firm, Langlois & Wentworth. Right photo shows Presto exhibit with Jack Hoffenbery and Jeffrey Abel, of the Kaufman Adv. Agency, Washington, and Ralph Powell and Tom Aldrich, of Presto Recording Co.

lem which will lead more quickly to general stability in the existing structure.

As heretofore stated, broadcasters have a great responsibility in keeping open their medium of communication to responsible groups who desire to use such facilities for reaching the public, particularly on questions affecting the welfare of the nation, and there is a duty in seeing that broadcasting facilities are widely available rather than confined to the very few who have the price to purchase all of the time on all of the available facilities.

It is recognized that in many instances this involves a practical problem, particularly in view of the fact that you must render a balanced program service in order to maintain continued interest of the public. In addition there are problems concerning libel or slander and the necessity of avoiding the demagogic utterances of irresponsible quacks who seek to arouse public passion and prejudice. Nevertheless, in my opinion, this whole broad question is one of the problems which requires solution by the industry itself, and demands the most farsighted consideration from both social and economic standpoints.

Educational Programs A Continuing Duty

The Commission has recognized the need for continuing development of radio as an educational medium. Under a recent order there has been allocated for the use of public and private educational systems a group of high frequencies which can be developed into a real instrument of public benefit. I can visualize great possibilities in the use of these educational stations in developing a new technique for instruction by radio, not only through broadcasts from a central station to the class rooms in a particular community but also to the individual homes in that community.

The allocation of these frequencies for non-commercial educational stations does not relieve broadcasters from their continuing responsibility to use their facilities for educational purposes. Because of the propagation characteristics of these frequencies statewide coverage cannot be expected from an individual station. Licensees of regular broadcast stations still have the duty to their communities and to the country at large to continue the efforts that already are under way to develop suitable programs that will contribute to the cultural advancement of our people.

Keep Pace With Labor and Technology

Today, in all industries there are many problems involving labor, and all thinking people are of the opinion that with the modern technological trends, it is essential that the nation ascertain methods to secure employment for people who have been displaced as a result of the applications of new inventions. Radio itself was a new invention which caused a net increase of employment and upon which there has been founded a vast new industry. Hence, we should not forget that even in radio there is a responsibility upon those engaged in the business to so plan future technological development that consideration will be given to the social trends of modern times.

Since radio is such a young art, it will appear that there is a great opportunity for the industry to contribute toward the public welfare in establishing new phases of the industry which will in part take up the slack of unemployment caused by other modern technological trends. To do this, the industry must plan on tremendously broad lines and utilize vision and economic planning of a character which has hitherto not been attempted by many other industries.

Here is an opportunity which requires, however, greater cooperative effort on the part of individuals than hitherto thought possible. I am sure you must realize that I am referring to such new developments as facsimile, television, and ultra shortwave broadcasting, and the consideration of the effect of these new developments upon the existing structure.

There have been recent occurrences which give concern as to the stability of the radio business. It is suggested that part of this instability has been caused by the industry itself. The failure of some of its individuals to recognize the inherent interdependence forced upon you by the very nature of the medium which you employ is a contributory factor. Other causes are perhaps due to misunderstanding, and others by an unwarranted fear of possible harm to your business where in reality no real threat exists.

Ordinary logic, in many instances, would remove many of these unjustified fears. Also, it is suggested that the industry sometimes feeds very much upon baseless rumors of what somebody plans to do, or what the Commission does or fails to do. Again, constructive thought, cooperative industry planning based upon facts, and the fearless vision of a well organized industry would go far toward increasing the stability of your business.

I have faith that all the elements of this industry have the ability to work out their problems in a spirit of constructive cooperation because they have pioneered in the past with courage and I can see no reason why in the future they should not employ this same courage to solve the problems which now confront them.

Reviews Recent North American Pact

In the past, one of the factors which has contributed to the instability of the radio industry has been the North American radio situation. This was recognized by this Government as early as 1929. Since that date, in cooperation with other nations, there have been several attempts to arrive at a solution of this serious and basic problem. The underlying difficulty is caused by the fact that each nation of the world has a sovereign right to use radio.

In 1927 the United States, and all the other nations of the world recognized this fact and agreed that the standard broadcast band for all nations should be a portion of the radio spectrum between the frequencies of 550 and 1500 kc. When this was agreed upon, it was a perfectly sound and proper thing to do because it not only gave consideration to the services other than broadcasting which exist in every nation but also to the technical phases then inherent in the manufacture of broadcast receiving sets.

However, when this agreement was made in 1927, no one anticipated the full needs for broadcast service either in the United States or in other nations on the North American Continent, or the effect of these foreign stations upon the service rendered by our stations in the United States. The radio art was too new at that time and services other than broadcasting were then, as now, tremendously important.

Subsequently, the other nations constructed broadcasting stations without regard to the technical question of radio interference. Thus, when it came to the matter of frequency assignment, these nations were compelled to use frequencies assigned to United States stations. The early use by foreign stations of frequencies assigned to our own broadcasters was not so noticeable because stations in the other countries were relatively few in number and of low power.

However, as time passed, the United States noted a vast increase in the number of stations in other countries, and also a vast increase in their kilowatt power—one nation having several stations with powers very much in excess of 50 kw. This situation causes havoc to the reception from many of the stations in our country, and is responsible for very much of the interference and poor signal service now rendered by some of our stations.

Havana Conference Viewed in Perspective

The situation had become so alarming to this Government that in the early part of 1937 we accepted the overtures of Cuba for a preliminary conference to discuss informally methods to solve a situation which, if continued, promised to destroy the usefulness of radio on the entire continent. This preliminary conference was held in Havana, Cuba, in March, 1937, where engineering representatives from Canada, Cuba, Mexico and the United States found it possible to agree upon engineering standards which might form the basis of a system of allocation of frequencies to stations on the North American Continent.

"Thus, for the first time, there was created the possibility of solving this international interference

problem and placing radio service in each of the nations on the North American Continent on a more secure basis. However, at this preliminary Havana conference, it was ascertained that three of the North American nations desired channels to use exclusively as they saw fit.

Adding the total demands of these nations for exclusive channels, it was discernible that the United States was expected to surrender the use of nearly half of the spectrum assigned to broadcasting between 550 and 1500 kc. Fortunately the United States delegation impressed the other nations with the impossibility of solving the international question by such proposals, and they accepted the recommendations of the preliminary Havana conference as a basis of discussion for a formal conference, which, as you now know, was held at Havana in November, 1937.

At the latter conference, the United States delegation was confronted with a most difficult decision. There were two broad courses of action to them. The first of these was, that in spite of the fact that all nations of the world had a sovereign right to use the broadcast band between 550 and 1500 kc., the delegation might demand freedom from interference as a right acquired by the contributions we as a nation had made as a result of our early pioneering in the technical development of radio.

Such a course would have placed the United States in a disadvantageous position for the future, because it was soon recognized that the other North American nations could not solve their legitimate domestic radio problems by agreeing to such a demand, and therefore would be forced to reject such proposals and would then determine to agree among themselves to use frequencies set aside for broadcasting by general international accord, without reference to the requirements of the United States.

If these nations had pursued this course, it would have been natural for them to choose for their high power stations the frequencies used by our low power stations. One nation had plans for 10 stations of 100 kw. or more. Thus the service of the vast majority of our local and regional stations might have been absolutely ruined by interference from foreign high power stations.

The other course open to our delegation was to endeavor to negotiate an agreement in which sound engineering principles were applied to secure a joint use of the spectrum among the nations concerned, reserving to the United States as much liberty, as was possible under the negotiation, to preserve every existing station in the country.

Calls Havana Pact Eminently Satisfactory

The latter course was that which the delegation decided to follow, and it resulted finally in obtaining an agreement which in my opinion is eminently satisfactory to the United States and augurs well for the future stability of our radio industry. The delegation, in choosing this main course, might have taken either of two procedures; one, a complete and drastic reallocation without reference to the existing domestic situation; or else one which maintained, in so far as was possible, the existing domestic situation, but which left to future national action the determination of any necessary domestic readjustments.

In my opinion, the decision to choose the second procedure was sound, because it afforded the opportunity for the United States Government to solve its domestic problems by judicial proceedings which accorded fair treatment to all applicants or existing stations compatible with the principles laid down in the Communications Act of 1934. Had any other course been taken, the delegation would have been forced to determine every phase of the individual destiny of every single station in the country; and this, in my opinion, is impracticable in any international conference.

I shall not go into detail with respect to the agreement which was reached, but I wish to emphasize the fact that it is an acceptable agreement. It eliminates destructive radio interference; it averts chaos in radio, and it reserves to the United States the greatest possible flexibility, under the circumstances, to settle its own domestic affairs without undue complications.

OHIOANS—Ganged up on H. K. Carpenter, WHK-WCLE, Cleveland (center), are the twosome from WADC, Akron. At left is Fred Bock and at right is E. A. Marschal.

In this connection, I note that the subject of the North American Treaty is mentioned in a report which has been placed before your organization by your managing director. The least I can say about his report is that I am surprised at the apparent lack of understanding of the treaty, and I feel that the industry should be seriously concerned with some of the recommendations made in his report with respect to reservations to be placed in the treaty by the Senate of the United States.

In my opinion, it is most unwise to cause the sacrifice of the fine opportunity now presented for a sound settlement of a most difficult international problem by injecting purely domestic conflicts which properly should be resolved by complete hearing and consideration under the accepted administrative procedure.

To place reservations in the treaty such as are recommended in the report might easily bind the United States in an unnecessary manner in the future. It would give rights to other nations which the delegation at Havana was particularly anxious to avoid.

If the industry fears that advantage will be taken of the flexibility of the treaty in applying it to the solution of the domestic problem, it would be a very simple matter to pass domestic legislation or regulations prescribing the manner in which the treaty shall be applied, but to place reservations on the treaty itself, which reservations must be deposited with other nations, seems to me unnecessary as well as counter to the interests of the United States.

It is only fair to state that nothing in the treaty prevents all the 32 disputed clear channels reserved for prior use in the United States from having power limitations placed upon them by our Government. There is nothing in the treaty which prevents a complete reallocation of the 32 channels among the various licensees, if, after proper hearing, the Federal Communications Commission so desires.

Furthermore, there is nothing in the treaty which prevents the FCC from making all of the 32 channels Class 1-B clear channels, or all of them regional channels, or all of them local channels. The latter can be accomplished under a provision in the treaty by taking advantage of the articles giving the United States priority of determination of its destiny, recognizing, however, that any lowering of standards, such as changing a clear channel classification to a regional or local channel classification, automatically gives other nations the privilege to use the same channels in the same manner.

Keep Domestic Situation Out of World Problem

I suggest to the industry that the North American Broadcast Treaty is one to which the industry can subscribe wholeheartedly, because the price paid is so much smaller than hitherto thought possible for such an international negotiation.

A failure to ratify this agreement on the part of the United States will of certainty cause the United States to pay a tremendously greater price in the future, either through destructive interference or else through the surrender of far more than was relinquished at Havana in November, 1937. It is my contention that we surrendered nothing vital in this treaty, and that we secured an opportunity to benefit not only the

(*Continued on page 99*)

CONVENTION CHATS—In panel of photos by our candid cameraman are (l to r): Albert A. Cormier, Hearst Radio Inc., New York; Emile Gough, New York; Don Withycomb, WFIL, Philadelphia; Edward Petry, Edward Petry & Co., New York; William Stewart, International News Service, New York; Cliff Taylor, WBEN, Buffalo; Lewis Allen Weiss, Don Lee Broadcasting System, Los Angeles; Mrs. John Blair; John Blair, Chicago.

How NAB Was Reorganized: Text of New By-Laws

ARTICLE I—NAME

The name of this Association shall be the National Association of Broadcasters.

ARTICLE II—OBJECTS

The object of this Association shall be to foster and promote the development of the art of radio broadcasting; to protect its members in every lawful and proper manner from injustices and unjust exactions; to foster, encourage and promote laws, rules, regulations, customs and practices which will be for the best interest of the public and the radio industry.

ARTICLE III—MEMBERSHIP AND DISTRICTS

SECTION 1. CLASSES OF MEMBERS. The members of this Association shall consist of two classes, Active and Associate.

SECTION 2. ACTIVE MEMBERS. Any individual, firm or corporation engaged in the operation of a radio broadcasting station within the United States or its dependencies shall be eligible to Active Membership in the Association to the extent of one membership for each radio broadcasting station (licensed within the band 550 to 1600 kc) which it operates.

SECTION 3. ASSOCIATE MEMBERS. Any individual, firm or corporation engaged in any business directly connected with radio broadcasting, but not such as to come within the requirements for active membership, shall be eligible to Associate Membership in the Association. Associate Members shall not be entitled to any vote.

SECTION 4. DISTRICTS. The Active Members shall be divided into seventeen groups, which groups shall be designated District 1 to District 17, both inclusive. The seventeen Districts shall include, respectively, those Active Members of the Association having their main studios in the following areas:

District 1.—Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island and Vermont.

District 2.—New York.

District 3—Delaware, New Jersey and Pennsylvania.

District 4.—District of Columbia, Maryland, North Carolina, South Carolina, Virginia and West Virginia.

District 5.—Alabama, Florida, Georgia and Puerto Rico.

District 6.—Arkansas, Louisiana, Mississippi and Tennessee.

District 7.—Kentucky and Ohio.

District 8.—Indiana and Michigan.

District 9.—Illinois and Wisconsin.

District 10.—Iowa, Missouri and Nebraska.

District 11.—Minnesota, North Dakota and South Dakota.

District 12.—Kansas and Oklahoma.

District 13.—Texas.

District 14.—Colorado, Idaho, Utah, Wyoming and Montana.

District 15.—California, excluding the counties of San Luis Obispo, Kern, San Bernardino, Santa Barbara, Ventura, Los Angeles, Orange, Riverside, San Diego, and Imperial; Nevada and Hawaii.

District 16.—Arizona, California, including the counties of San Luis Obispo, Kern, San Bernardino, Santa Barbara, Ventura, Los Angeles, Orange, Riverside, San Diego and Imperial, and New Mexico.

District 17.—Alaska, Oregon and Washington.

SECTION 5. VOTING. Each individual, firm or corporation admitted to Active Membership in the Association shall appoint and certify to the Secretary-Treasurer of the Association the owner, a partner, an officer, or an agent, who shall be actively engaged in the business of such member to be its representative in the Association and who shall represent, vote and act for the member in all the affairs of the Association, including the holding of office therein. There shall be one vote for each active member.

SECTION 6. ELECTION OF MEMBERS. Any individual, firm or corporation eligible to membership as provided in Sections 2 and 3 above, on making written application therefor, may be elected to membership. For such election a majority of votes of the Board of Directors is required.

SECTION 7. DURATION OF MEMBERSHIP AND RESIGNATION. Membership in the Association may terminate by death, voluntary withdrawal as herein provided, or otherwise in pursuance of these bylaws. The right of a member to vote and all other rights, privileges, and interest of a member in or to the Association, its rights, privileges, and property shall cease on the termination of membership. Any member may, by giving written notice of such intention, withdraw from membership provided such member's dues have been paid to the end of the expiring month. Such notice shall be presented to the Board of Directors at the next succeeding meeting of the Board of Directors.

SECTION 8. SUSPENSION AND EXPULSION. For cause, any membership may be suspended or terminated. Sufficient cause for such suspension or termination of membership shall be violation of bylaws or any agreement, rule or practice properly adopted by the Association, or any other conduct prejudicial to the interests of the Association. Such suspension or expulsion shall be by two thirds vote of the entire membership of the Board of Directors; provided, that a statement of charges shall have been mailed by registered post to the last recorded address of the member at least fifteen days before final action is taken thereon. This statement shall be accompanied by a notice of the time and place of the meeting of the Board of Directors, at which the charges shall be considered and the member shall have the opportunity to appear in person or by his representative and present any defense to such charges before action is taken thereon.

Official Welcome

GEORGE E. ALLEN, Commissioner of Washington and its semi-official Mayor, started the NAB convention off in typical radio fashion. He suggested that broadcasting conventions do away with welcoming addresses and instead substitute spot announcements at card rates.

ARTICE IV—DUES

SECTION 1. After March 1, 1938, each Active Member shall pay dues on net receipts from the sale of time received during the previous calendar year. Net receipts from the sale of time are defined as billings based on gross rate for broadcasting service less time and advertising agency discounts, if any, and including net billings to networks. No member shall be required to state its actual volume but to name annually to the Secretary-Treasurer on his call the class into which its volume falls. It is understood that each Active Member is in honor bound not to name a smaller classification than that into which its volume actually falls. The annual dues, payable monthly in advance, shall be as follows:

Class	Range of Income	Monthly Dues
A	0- 15,000	$ 5.00
B	15,001- 36,000	10.00
C	36,001- 60,000	15.00
D	60,001- 80,000	20.00
E	80,001- 120,000	30.00
F	120,001- 160,000	40.00
G	160,001- 200,000	50.00
H	200,001- 300,000	75.00
I	300,001- 400,000	100.00
J	400,001- 500,000	125.00
K	500,001- 600,000	150.00
L	600,001- 800,000	200.00
M	800,001-1,000,000	250.00
N	1,000,001-2,000,000	400.00
O	Over 2,000,000	500.00

SECTION 2. The Board of Directors shall determine the dues for various classes of Associated Membership.

ARTICLE V—MEETINGS

SECTION 1. ANNUAL. A stated or annual meeting of the members shall be held in each year on such day and at such place and time as is determined by the members at their previous annual meeting, or the Board of Directors shall fix such place and time of such meeting, and shall order notice of such meeting mailed to the last recorded address of each member at least thirty days before the time appointed for the meeting. At such meeting Directors-At-Large shall be elected to succeed the Directors-At-Large whose terms then expire. At such meeting there shall likewise be transacted any other business that may be then properly and legally presented.

SECTION 2. SPECIAL. Special meetings of the Association may be called by the Board of Directors. Upon written request of sixty members of the Association, the Board of Directors shall call a special meeting to consider a specific subject. Notice of any special meeting shall be mailed to each member at his last recorded address at least fifteen days in advance, with a statement of time and place and the information as to the subject or subjects to be considered.

SECTION 3. QUORUM. At any duly called meeting of the members, twenty per cent of the active membership shall constitute a quorum for the purpose of transacting such business as may come before the meeting. If less than a quorum is present a majority of the active members present may adjourn the meeting from time to time until a quorum is present.

ARTICLE VI—ORDER OF BUSINESS

SECTION 1. BOARD TO DETERMINE. The order of business for annual or special meetings shall be determined by the rules prepared by the Board of Directors. The order of business for other meetings of the Association, Board of Directors and executive committee shall be as follows:

REORGANIZERS AND OTHERS—Left to right: Philip G. Loucks, Washington attorney; E. B. Craney, KGIR, Butte; Walter Damm, WTMJ, Milwaukee; Edwin W. Craig, WSM, Nashville; John Shepard 3d, Yankee Network; E. A. Allen, WLVA, Lynchburg, Va.; Don Elias, WWNC, Asheville, N. C.; Mark Ethridge, WHAS, Louisville; Campbell Arnoux, WTAR, Norfolk; Edwin C. Spence. Messrs. Craney, Damm, Craig, Shepard and Allen were members of the Reorganization Committee, with Mr. Loucks as counsel and Mr. Ethridge as ex officio member.

1. Call to order.
2. Action on minutes.
3. Receiving communications.
4. Election of officers and new members.
5. Reports of officers.
6. Reports of committees.
7. Unfinished business.
8. New business.

SECTION 2. PRIORITY OF BUSINESS. Any question as to priority of business shall be decided by the chair without debate.

SECTION 3. PARLIAMENTARY RULES. The order of business may be altered or suspended at any meeting by a majority vote of the members present. The parliamentary rules as laid down in "Robert's Rules of Order" shall govern all debates, when not in conflict with these by-laws.

ARTICLE VII—DIRECTORS

SECTION 1. NUMBER. The business and affairs of the Association shall be managed by and under the direction of a Board of Directors of twenty-three members, to be selected as hereinafter provided, each of whom shall be an Active Member of the Association or a representative actually engaged in the business of an Active Member.

SECTION 2. CLASSIFICATION OF DIRECTORS. There shall be one Director from each District, referred to hereinafter for purposes of convenience as District Directors. There shall be six additional Directors, referred to hereinafter for purposes of convenience as Directors-at-Large, two of which shall be representative of large stations, two of which shall be representative of medium stations, and two of which shall be representative of small stations, operating power to govern these classifications.

SECTION 3. ELECTION AND DUTIES OF DISTRICT DIRECTORS. At least sixty days prior to the expiration of any District Director's term of office, such District Director shall fix a time and place, and give proper notice thereof, for a meeting of all Active Members having their main studios in such District, at which meeting there shall be elected by majority vote one such Active Member as District Director for the ensuing two-year term. Such meeting shall be held at least thirty days prior to the next annual membership meeting.

The name of the Director so elected shall be certified to the Secretary-Treasurer of the Association immediately upon his election. In addition to his duties as a member of the Board of Directors, each District Director shall preside at all meetings of members of his District and report to the Secretary-Treasurer all actions taken at such meetings.

SECTION 4. NOMINATION OF DIRECTORS-AT-LARGE. The District Directors shall constitute a nominating Committee which Committee shall meet in advance of the annual membership meeting and shall nominate two persons, for each of the six Directors-at-Large as defined in Section 2 above. Such nominations shall be reported to the membership during the first session of the annual meeting.

SECTION 5. ELECTION OF DIRECTORS-AT-LARGE. Election of Directors-at-Large shall proceed as follows:

A. The President shall appoint an Elections Committee of three persons.

B. The Elections Committee shall prepare ballots upon which there shall be arranged the names of twelve nominees for Directors-at-Large in six groups of two names each.

C. The elections Committee shall compile a list of Active Members eligible to vote in the elections.

D. The Elections Committee shall distribute ballots.

E. The Elections Committee shall on the second day of the membership meeting announce a time and place for balloting and shall supervise such balloting.

F. Immediately after the conclusion of balloting, the Elections Committee shall proceed to count ballots and announce the results.

G. The nominee receiving the highest number of votes in each of the six groups shall be declared elected.

SECTION 6. TENURE. All Directors-at-Large shall be elected to hold office until the conclusion of the membership meeting to be held next after their election. District Directors shall assume office at the first meeting of the Board of Directors following the meeting of the membership held after their election and shall hold office until the close of the second annual meeting after assuming office; provided: that District Directors elected at the 1938 annual membership meeting by District 1, District 3, District 5, District 7, District 9, District 11, District 13, District 15 and District 17, shall serve until the close of the 1939 membership meeting and that District Directors elected at the 1938 annual membership meeting by District 2, District 4, District 6, District 8, District 10, District 12, District 14, District 16, shall serve until the close of the 1940 membership meeting.

SECTION 7. BOARD MEETINGS. The Board of Directors shall meet at least three times a year, one of which meetings shall be held immediately following the annual meeting. The President may when he deems necessary, or the Secretary-Treasurer shall, at the request in writing of seven members of the Board, issue a call for a special meeting of the Board, and only five days notice shall be required for such special meetings.

SECTION 8. ELECTION OF PRESIDENT. The Board of Directors by a two-thirds vote of the members present shall elect a President and a Secretary-Treasurer and shall have the power to fix their terms of service, duties and salaries and enter into contracts for such purpose. The Board of Directors shall have authority to engage and discharge employes and agents of the Association, fix salaries, admit, suspend or expel members, create and appoint committees or groups of members having common problems, and do everything necessary and desirable in the conduct of the business of the Association and in accordance with the By-Laws.

SECTION 9. TRAVEL ALLOWANCES. The Board of Directors shall have power to pay traveling expenses of officers, committees, members and others in cases where such expenses are incurred in carrying out the business of the Association.

SECTION 10. ANNUAL AUDIT. The Board of Directors shall direct an annual audit of the books of the Association by competent auditors.

SECTION 11. QUORUM. A majority of the Board of Directors shall constitute a quorum for the election of officers and all other purposes unless herein otherwise provided. In the absence of the President the members may choose a chairman for the meeting.

SECTION 12. ABSENCE. Any member of the Board of Directors absent from a meeting shall send a communication to the President or Secretary-Treasurer stating his reason for his absence, and the membership of the Board in attendance shall decide in each instance whether or not such absence is excusable. In the event there are three consecutive unexcused absences on the part of any member of the Board of Directors, his membership on the Board shall be declared vacant.

SECTION 13. VACANCIES. Any vacancies that may occur on the Board by reason of death, resignation, or otherwise, may be filled by the Board for the unexpired term.

ARTICLE VIII—OFFICERS

SECTION 1. PRESIDENT. The President shall be executive officer of the Association and shall preside at meetings of the Association and of the Board of Directors and of

(*Continued on page 102*)

FACSIMILE EDITION

BROADCASTING

National Press Bldg. — *Broadcast Advertising* — WASHINGTON, D. C.

16TH ANNUAL CONVENTION, NAB — WASHINGTON, D. C. — MONDAY, FEBRUARY 14, 1938

REVAMPING NAB MAIN THEME

Reorganization Committee Plan Appears Strongly Supported by Delegates

WITH sentiment appearing to be overwhelmingly in favor of reorganization, the 16th annual convention of the NAB convenes at the Willard Hotel today in a tense atmosphere, with some 200 registered delegates in attendance. The enrollment was expected to reach possibly 300 broadcasters, with an over-all attendance of about 200 more.

Feeling was provoked largely by the unprecedented action of the retiring managing director, James W. Baldwin, in releasing his annual report a fortnight in advance. The NAB board at its final meeting last night discussed the report but it was generally agreed that the issue should be placed squarely before the [illegible] **today.**

Facsimile First

THIS is the first actual spot-news newspaper to be transmitted by facsimile. In coop-

Exhibitors and Special Representatives

Willard Hotel

Amperex Electronic Products	425-70
Appleby & Appleby	436
Associated Recorded Program Service	926-74
John Blair & Co.	437-38
Broadcasting Magazine	901
Cinaudagraph Corp.	936
CBS	328
Fairchild Aerial Camera Corp.	934-35
Finch Telecommunication Labs.	923-24
Free & Peters	372-73
Graybar Electric Co.	429-30-31
George [illegible]	

FACSIMILE FIRST—This is the first actual spot-news newspaper to be transmitted by facsimile. In cooperation with RCA, this piece of copy was the first to be "moved" Feb. 14 over the facsimile apparatus set up in connection with the NAB convention at the Willard Hotel, Washington, for demonstration purposes. Transmission was via experimental station W3XAM set up in the Washington Hotel, transmitting on 40.1 mc. to the Willard. Immediately following transmission of this page under the direction of Charles J. Young, RCA facsimile inventor, it was rushed to the printer for reproduction by planograph process. Exact size of the reproduced sheet was 12x8¼ inches.

W. W. Smith, WMAQ, Chicago; M. M. Boyd, WEAF; Oliver Morton, NBC, Chicago.

Reggie Schuebel, The Biow Co.

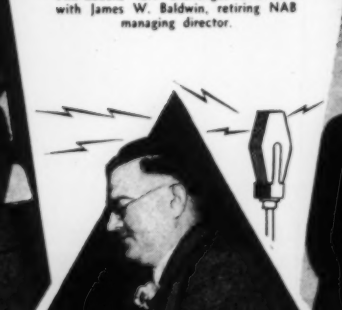
M. R. Runyon, CBS vice-president; FCC Commissioner Thad H. Brown; Earl Glade, KSL, Salt Lake City.

Martin Leich, WGBF, Evansville, Ind.; William W. Behrman, WBOW, Terre Haute; Rev. James A. Wagner, WHBY, Green Bay, Wis.; H. H. Born, WHBL, Sheboygan, Wis.

Phil Loucks (left) exchanges some ideas with James W. Baldwin, retiring NAB managing director.

A Mutual carnation for Craig Lawrence, KSO-KRNT, Des Moines.

Ed Kirby, WSM, Nashville; Orrin Towner, WHAS, Louisville; C. T. Hagman, WTCN, Minneapolis; Lee Coulson, WHAS; William Fay, WHAM, Rochester.



NAB's Robert Benchley, is the whimsical Harold Hough, WBAP, Fort Worth, retiring treasurer, reading his final financial report.

I. R. Lounsberry, WGR-WKBW, Buffalo; Kolin Hager, WGY, Schenectady; Ned Twamley, WBEN, Buffalo; Alfred H. Morton, NBC

Fred Gamble, AAAA, and Dr. Herman H Hettinger, U of Pennsylvania.

Herbert Akerberg, CBS station relations vice-president; Ralph Brunton, KJBS, San Francisco; Peggy Stone, Hearst Radio Inc.; Pete Wasser, Gene Furgason & Co.; Fred Borton, WQAM, Miami (with candid camera)

John Shepard 3d, Yankee Network, and Clarence Wheeler, WHEC, Rochester.

License Fees for Recordings Are Described as Unavoidable

RCA-Victor Declares That Recorders Will Act in Near Future; AFM Negotiations Halt Plans

A LICENSING fee, to be paid by radio stations to the makers of phonograph records for the privilege of broadcasting these records, is "unavoidable and inescapable," in the opinion of RCA Mfg. Co. Inc. No specific plans regarding amount or form of such fees or the date they will be demanded by the recorders have been formulated, as far as could be ascertained, but it is probable that action in this direction will begin as soon as the recorders have completed their negotiations with the AFM.

Asked whether the license fees would be on a per piece basis or on a flat annual payment plan, regardless of the number of phonograph records used by the station, a representative of RCA stated that that company, at least, would be willing to adopt any system that is satisfactory to the broadcasters. While RCA believes that the per piece method might be fairer, it would also probably be more expensive due to the necessity of keeping complete records of all phonograph records broadcast. However, a conference will be held with the broadcasters before any licensing plan is put into effect so that the best possible and least onerous method may be devised.

Objection of Artists

RCA feels that a licensing system will really prove a benefit to broadcasters, pointing out that the "promiscuous and unregulated" use of phonograph records was a chief cause of the demands of the AFM for increased employment of musicians in broadcasting. Furthermore, a number of the most popular recording artists have said they refuse to make records unless assured the discs will not become competition to them on the air, which opposition would probably be withdrawn if they were to receive additional compensation for each broadcast of the recording.

Because they felt that the recording companies were not protecting their rights, these artists, through their associations, National Association of Performing Artists and American Society of Recording Artists, have brought pressure on the recording companies to take action and have also instituted several suits against stations on their own behalf. In the Fred Waring-WDAS case in the Pennsylvania courts, the artist won a decision prohibiting the broadcast of the recording in question by a Pennsylvania station without his permission, as a result of which the NAPA is attempting to license stations to broadcast the recordings of its members. RCA insists that such licenses have not been authorized by it, nor by any other recorder so far as it knows, and do not absolve broadcasters who infringe on the rights of the recording companies by broadcasting their phonograph records.

From the recorders' point of view, broadcasting of phonograph records is held to be improper on two counts. First, it causes the breach of a written agreement between the recording company and its distributors which expressly provides that each recording is to be sold for non-commercial use. Second, it constitutes competition, as both the recording companies and the broadcasters are engaged in the business of providing entertainment for the public. These contentions were made in a letter sent to all broadcasting stations by RCA Mfg. Co. in January [BROADCASTING, Feb. 1] and it is understood that similar letters will soon be sent by other recording companies. Stations answering RCA's letter and requesting permission to continue to broadcast Victor and Bluebird records were sent a request form which, when approved by RCA, assures them that until further notice to the contrary their use of Victor and Bluebird records will not be made the basis of any claim against them.

Another interested party is the music publisher. Under the copyright law of 1909, a publisher who grants one recorder permission to make a phonograph record of one of his numbers must give the same permission to any other recorder, at a miximum fee of two cents a record. The publishers are now contending that this fee was not intended to cover commercial uses such as broadcasting and threatening not to issue the original recording rights unless a more equitable arrangement is made.

Thus, whatever license fees the recording companies may collect from broadcasters will probably have to be divided: Among the recorders, who feel they are being treated unfairly by a competing medium; the artists, who likewise claim unfair competition when their recordings are used as radio programs; the musicians who also object to competing with discs of their own making; and the publishers, who want to be paid for commercial use of their music. Unless these various groups are all satisfied, steps are threatened to end broadcasting of phonograph records by legal means if possible and if that fails by a drying up of the sources of new records.

CITR—The official seal of the International Telecommunications Conference which convened Feb. 1 at Cairo, Egypt.

Cairo Conference Is Well Attended

Seventy-one Countries Listed Among the 285 Delegates

A TOTAL of 285 delegates from 71 countries and colonies have registered for the International Telecommunications Conference which convened in Cairo, Egypt, Feb. 1. While the conference will devote attention largely to telephone and telegraph matters, broadcasting will come into the discussions in connection with the allocation of international frequencies for shortwave broadcasting and the amendment of existing international rules dealing with interference.

In addition to the registered delegates, some 80 representatives from 42 operating organizations are attending, together with 27 observers for 14 nonoperating organizations. All told, there are about 400 participants in the work of the conference, exclusive of the Egyptian secretariat and the scores of delegation office workers behind the scenes. The American delegation, including delegates, technical advisors, staff members, representatives of operating agencies and observers and their families aggregates in excess of 60, all stopping at the Palace Hotel, where offices have been set up.

Division of Work

The American delegation, headed by Senator Wallace H. White Jr. (R-Maine). has divided its work into two sections, in accord with the conference procedure. One conference deals with wire telegraphs and telephones and the other with radio communications. Both will amend the international regulations governing telecommunications, subject to ratification by the Senate. It is expected that the conference will last some eight weeks. There appears to be the determination on the part of several major delegations to get through and go home by the end of March.

Hassan Sabry Pasha, Egyptian Minister of Communications, was unanimously elected president of the convention. Mahmoud Shaker Pasha, general manager of the Egyptian State Railways, telegraphs and telephones, and J. Webb, director-general of Egyptian telegraphs and telephones, were elected vice-presidents.

Library of Broadcast Material Begun At Michigan U. by Prof. Waldo Abbot

CONCEIVED and directed by Prof. Waldo Abbot, director of its broadcasting service, University of Michigan, has established a library of broadcasting with the purpose of gathering all material that will be of value to future broadcasters, advertising specialists and students of broadcasting. First contribution of material came in the form of 145 books and pamphlets from CBS.

Prof. Abbot

Prof. Abbot, a leading figure in radio in education and director of one of the leading broadcast services cooperating with existing stations, says he anticipates the material assembled in this library will attract scholars of Americana, education and politics.

Pamphlets and reports issued by networks and stations, by agencies and advertisers, surveys, publicity of all types, scripts of sustaining and of sponsored programs, radio addresses, educational programs, commercial announcements, magazines, and books are being catalogued in the university's Morris Hall library as fast as they are received.

"Much of the broadcast material that has influenced national thought and speech has been thrown away after the programs have gone on the air," said Prof. Abbot. "It is the intent of the University Broadcasting Library to save for future research workers as much as possible of what is now being broadcast." Prof. Abbot appealed for cooperation from broadcasting interests, stating:

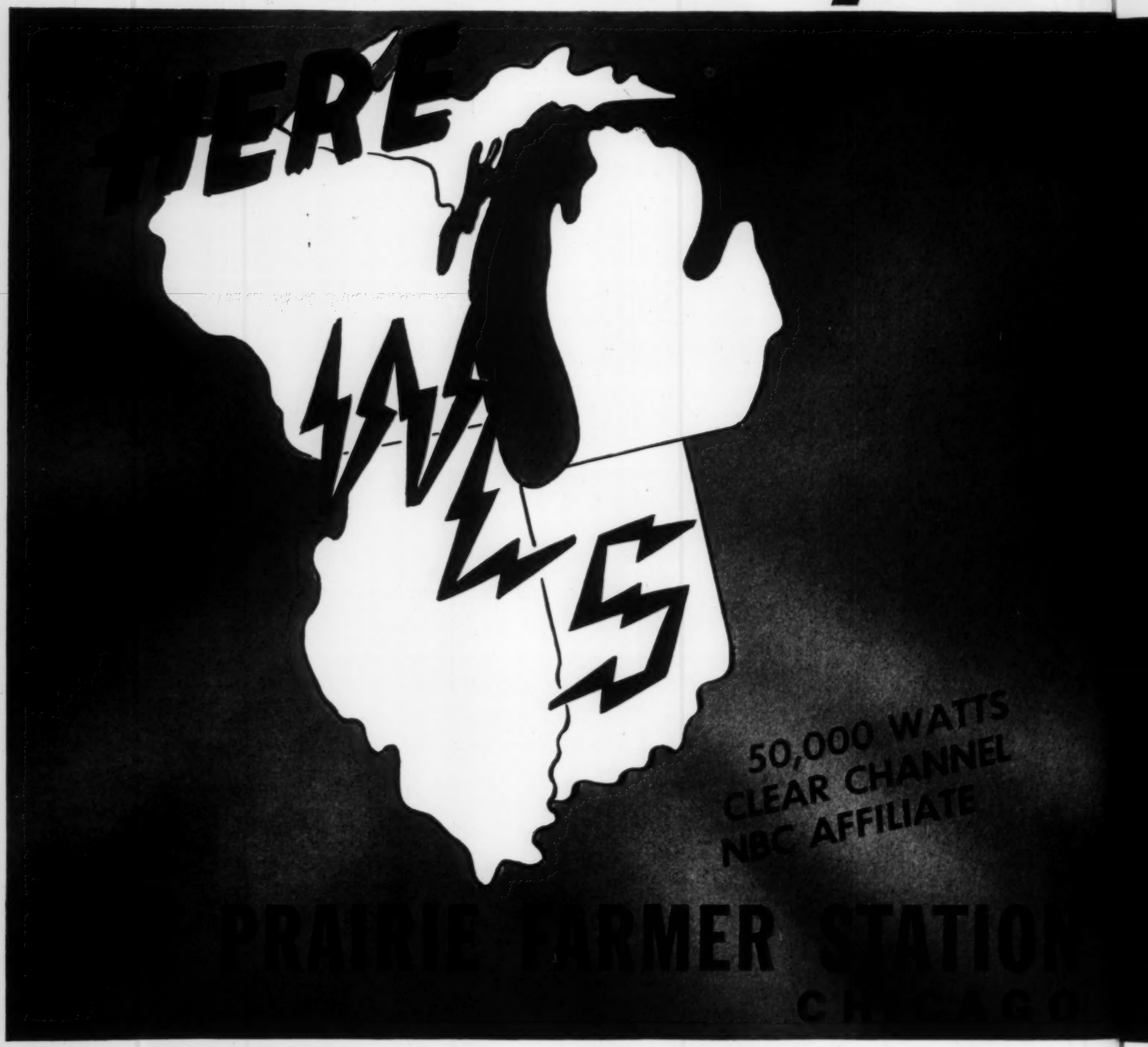
"With this in mind the University of Michigan requests that you send to its Broadcasting Library, Morris Hall, Ann Arbor, all such material that you have that has been issued in the past, and that you place the Library on your mailing list to receive material of the future. The Library is particularly interested in representative scripts of plays, both sustaining and sponsored, scripts of addresses, outlines of programs, announcements, publicity, surveys, tie-in campaign material, annual reports, anniversary program scripts, news releases, books, and magazines. All such material will be filed in fireproof cabinets and catalogued under your name. Your cooperation in this project is earnestly solicited and will be greatly appreciated.

"The William L. Clements Library of American History at the University of Michigan is one of the outstanding research libraries because of its original source material, letters, diaries, reports, etc. The University of Michigan Transportation Library, established only a few years past, has gathered time-tables, reports, statements, pictures, surveys, and other data, invaluable to the scholar tracing the development of transportation. Before it is too late, won't you join in the preservation of material concerning this great, young, national force and business. Things you consider of little research value today may be invaluable fifty years hence."

XUM

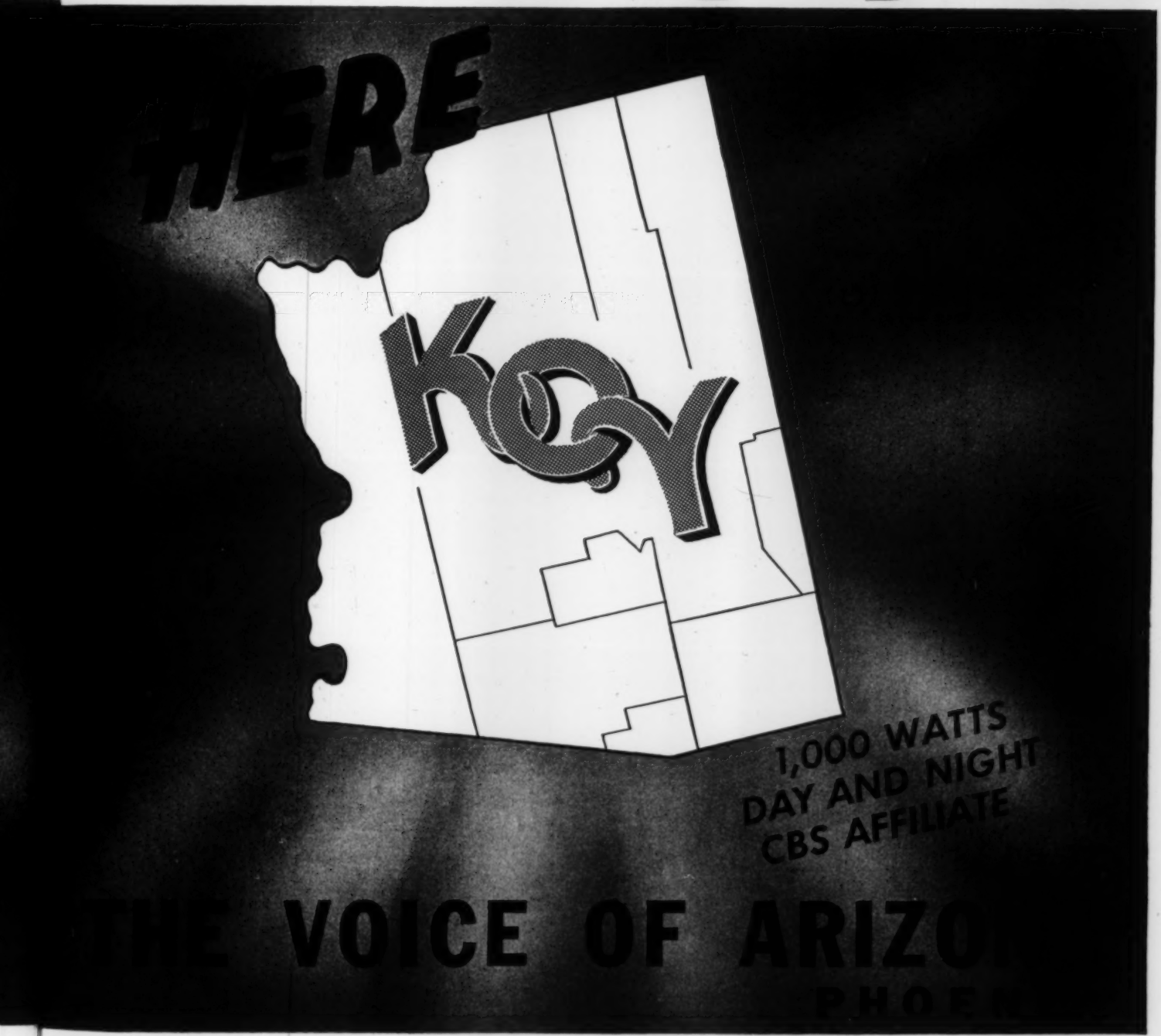
SYNONYMOUS

... this year



BURRIDGE D. BUTLER, *President* **GLENN SNYDER,** *Vice Pres. and Manager*

SWITH RESULTS
rand Every Year



ger **BURRIDGE D. BUTLER,** *Chairman* **FRED PALMER,** *Vice Pres. and Manager*

XUM

A Detroit Bank's Pronounced Success

Hometown Programs Bring Accounts And Promote Good-Will

By R. M. MEISEL
Advertising Manager, Industrial Morris Plan Bank, Detroit

HAD THOSE who guide the advertising destinies of Detroit's Industrial Morris Plan Bank heeded the dire warnings of skeptical advisors, the bank might never have achieved the outstanding radio successes that have aroused nationwide interest. It seemed that every time Morris Plan Bank had a hunch, someone was sure to sit on it. And every time someone sat, the bank stood up for its hunch. As a result, the bank has won a warm place in the hearts of Detroit listeners, its programs are "must" listening in thousands of homes and its list of accounts has been nicely bolstered. Leading Detroiters praise the series.

FROM every source I'll beg and borrow, to give you more "Little Known Facts Tomorrow."

Thousands of Detroiters are familiar with that little couplet used as the signature of the *Did You Know* or *Little Known Facts About Detroit* program sponsored by the Industrial Morris Plan Bank.

Our bank was one of the first to recognize radio as an important advertising medium. We ran the entire gamut of program possibilities including spot announcements, musical entertainments, news commentating, news reporting, dramatic sketches—in fact we used almost every kind of program which we thought would fit into bank advertising. While we had been using these program methods we were not entirely satisfied, if for no other reason than that our program had the same character as other advertisers. Our problem was to find a new type of show.

An Idea Is Born

Have you ever tried to develop a new idea for a radio program? Then you know something about the barrenness of the field. You know too, about the flash of an idea you had just before you fell asleep and how the idea had cooled when you came to review it in the morning.

Have faith. Keep trying. Just about the time you feel that all workable ideas have been exhausted your muse or lady luck will come to your rescue.

In our case it was the application of an overheard conversation to our problem. These two conversationalists were talking about a new program dealing with New York's Broadway. Now, we reasoned, if distant Broadway holds such charm for Detroiters, why wouldn't the story of Detroit carry a proportionately greater interest. So came the basic idea. There was still the problem of working out the many details.

Our radio commentator and I, after considerable exchange of ideas, decided to write a broadcast which had to do with Detroit's industrial, civic and educational institutions—always of course, from the human interest standpoint. In the development of this program we had several aims:

1. In bringing Detroit to Detroiters we were continuing the Industrial Morris Plan Bank's policy of service, which, by the way, is about the only thing a bank has to sell. A $10 bill in one bank has as much value as ten dollars in another bank—it's the extra plus of service that make the difference.

2. We were convinced that a citizen's interest in his city is in direct proportion to his *knowledge* of that city.

3. We were at last pioneering a new program—one which couldn't be duplicated at every flick of the dial.

The *Little Known Facts* program was given a daily trial over a 13-week period. To say it was successful would be putting it mildly. Telephone calls, telegrams and letters came pouring in, commenting on the program and requesting copies of the broadcast. One day immediately after a talk on "Detroit the City Dynamic" we suggested that listeners might obtain copies of the broadcast by phoning the bank. Eight special operators received 160 calls in less than two hours. Librarians, school teachers, students, businessmen, housewives and laborers, many of whom called at the bank personally, asked us to continue the program. We continued for another 13 weeks. The second series was even more successful. As this article is being written another series based on the same general principle is being developed, called *Did You Know* or *A Day in Detroit*.

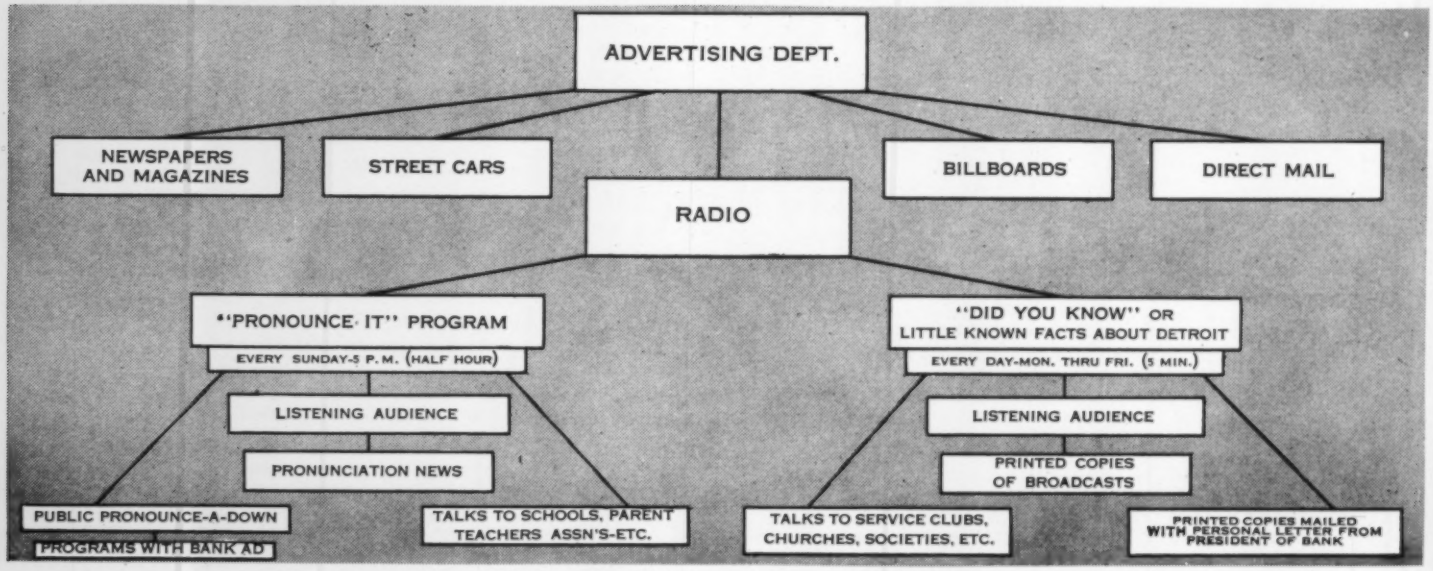
News From All Points

Our commentator made daily interviews with heads of such large concerns as the Burroughs Adding Machine, U. S. Rubber, Frederick Sterns, and Parke Davis companies and various automobile plants. We discussed such cultural and civic projects as the Detroit Zoo, the Library, Art Institute, Symphony Orchestra, etc. The police department furnished material for some ten broadcasts including the homicide squad, bureau of missing persons, bureau of weights and measures. One night our commentator spent the entire evening riding in a police cruiser gathering broadcast material. He also journeyed two miles underground in the new Detroit sewage disposal project, hunted rats with the department of public works in their rodent extermination program, and gathered news from the air in the *Detroit News* plane, "The Early Bird." Hospitals, special schools, government agencies, sports, even special days such as Thanksgiving, Constitution and Memorial Day came in for consideration. On special holidays, charity drives, etc., we omitted the commercial as a generous gesture to the day.

The complete series was bound in printed form and sent to those who had made written requests. The demand was so heavy that we have been obliged to have a third re-

(*Continued on page 54*)

HOW A MORRIS PLAN BANK ORGANIZES ITS ADVERTISING DEPARTMENT



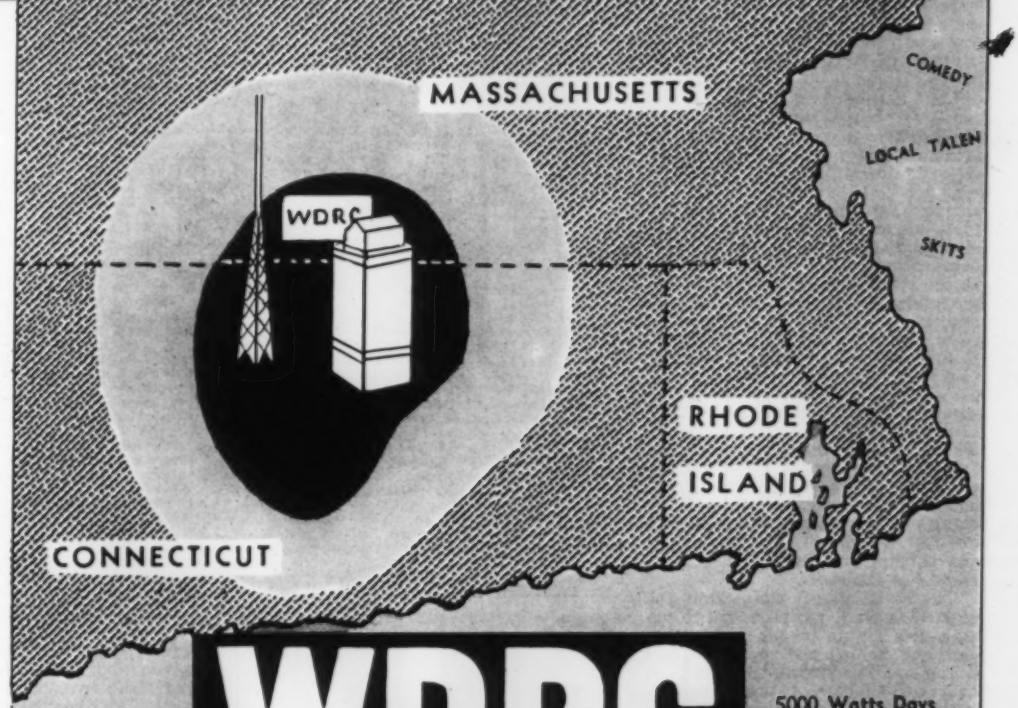
HARTFORD is our home, but within a radius of 30 miles there are more than a million listeners. People prefer WDRC because they enjoy the wide variety of good entertainment. Advertisers, both local and national, profit from this large listening audience by the direct sales made.

Fortunately, our coverage is not only large in size but rich in texture. People within our area are steadily employed . . . their tastes and needs are diversified. This combination makes an enormous buying power . . . and a steady market.

In short, it's the loyalty of our listeners plus the consistency of our advertisers that make WDRC powerful.

WDRC is Connecticut's Pioneer Broadcaster and a basic station of the Columbia Broadcasting System.

National Representatives
International Radio Sales



The only COLUMBIA Network Station in Connecticut

WDRC

"THE ADVERTISING TEST STATION IN THE ADVERTISING TEST CITY"

HARTFORD, CONN.

5000 Watts Days

1000 Watts Nights

Recorders Dicker With Musicians on Proposed License

Sample Agreement as Offered By AFM Called Intolerable

NOW THAT most of the stations affiliated with the major networks have signed new agreements with their local musicians unions, agreeing as a group to double their expenditure for staff musicians and to the other provisions of the standard IRNA-AFM contract, the union has resumed negotiations with the makers of phonograph records and transcriptions.

Resumption was in typical union fashion: Each company received a sample license form together with a letter notifying it that unless it had obtained an AFM license by Feb. 25 it would receive no further services from union musicians.

Negotiations last fall were broken off abruptly when, after the transcription committee had put up heated resistance to the ban on supplying records to "unfair" stations, the AFM board had told them they needed no contracts but would be given licenses instead, drawn up on the union's own terms, which they could then accept or turn down with no further argument [BROADCASTING, Nov. 1].

Stricter Than Ever

The committee of the phonograph record manufacturers was similarly told that licenses would be issued to this group, but the committee was permitted to submit suggestions which the board said would be considered when the licenses were prepared. This was to have been within a couple of weeks, but was postponed again and again until the IRNA dealings were completed.

New license form, which is the same for both transcriptions and phonograph records, shows little evidence that any suggestions but those of the union itself had been considered. If anything, it is more severe than the original 16-point plan laid down by AFM last summer [BROADCASTING, Aug. 15]. The first provision is a closed shop clause requiring the licensee to employ only union musicians, without any provision for amateurs, virtuosi or hill-billy nonunion talent. It forbids the licensee to make records for use by any "unfair" radio station or other place of amusement and also forbids the making of records for "unfair" sponsors, whatever they may be. These restrictions are considered by the recorders to be both secondary boycotts and in restraint of trade, illegal practices, as well as placing on the shoulders of the recorders the policing of stations to protect the AFM interests.

The sixth clause states that the musicians shall not be asked to assign any rights in the master recordings, which the recorders feel is the same as asking them to turn over all chance of profit to the musicians. The seventh clause gives either party the right "to terminate the license at any time without cause or for any reason," and the eighth nullifies all existing contracts between musicians and recording companies by ascribing to this license "the only terms and conditions under which members of the Federation will render services." The final clause makes all contracts between licensees and musicians subject to and bound by "present and *future* provisions of the Constitutions, By-Laws, Rules, Regulations and Resolutions of the Federation and of all Locals thereof."

Questioned as to their reaction to these licenses, a number of leading transcription and recording companies were unanimous in stating that they are definitely unacceptable in their present form. They also said that none of them would sign any agreement or license without first discussing it with the other companies. In view of the short time allowed for negotiations—several companies had not received their forms on Feb. 9—most of them favored asking for an extension in the deadline date. Whether such a request would be granted could not be ascertained, as AFM president Joseph N. Weber was in Miami and not expected back in his New York headquarters before Feb. 14. Lloyd Egner, head of NBC's transcription division and chairman of the transcription committee, was also out of town on a midwinter trip.

Proposed Terms of Recorders' License

License from American Federation of Musicians: To _____ (hereinafter called the "Licensee") for the employment of musicians by the licensee in the making of electrical transcriptions and recordings by other means.

This license is granted upon the application of the above-named Licensee and is subject to and dependent upon such Licensee's full and complete performance of all of the following conditions:

First: That the Licensee use and employ as musicians, only members in good standing of the Federation.

Second: That this license (which is not exclusive) is personal to the Licensee, is not transferable and no person, firm or corporation other than the Licensee named herein shall be entitled to any benefit therefrom.

Third: That the Licensee

(a) Will not sell, lease or grant the use of any phonograph or electrical transcription recordings to any radio station, hotel, cafe or any other place of amusement which the Federation considers unfair to it or place any of them in a position to make use of any such phonograph or electrical transcription.

(b) Will promptly advise the Federation of each recording made and the specific purpose for which it may be used.

(c) Will have each recording and each copy thereof clearly show on its face the purpose for which the same may be used and that such use is limited to the purpose specified.

(d) Will have each record legibly numbered, such number to appear on the face of the record and registered with the Federation.

(e) Will promptly furnish the Federation with a full and complete catalogue of all existing recordings owned or controlled by the Licensee or in which the Licensee may have any interest or right of user and to keep the Federation informed from week to week of all new recordings.

(f) Will promptly furnish the Federation with a copy of the script of each record showing the subject matter thereof.

(g) Will furnish the Federation promptly on demand with a copy of any recording made, including those made or pressed in Canada.

(h Will not use commercially, recordings made for audition purposes or for filing, the use thereof to be limited solely for auditions to prospective buyers or employers to induce the employment of makers of such records; neither will the Licensee use any such records at any time when or any place where the general public is invited or present. In all other respects, the provisions contained in this license will apply to all such audition records.

(i) Will not record any music without the knowledge or approval of the musicians performing same, and not do any such recording without the Federation's consent in writing.

(j) Will not release any recordings or permit same to be used for any purpose without a clearance first obtained therefor from the Federation, which clearance is to include industrial recordings, to wit: recordings not used for broadcasting but for exhibitions and lecturing.

(k) Will not make transcriptions from library records.

Fourth: That members of the Federation will not play or perform and will not be requested or required by the Licensee to play or perform:

(a) For any Licensee or maker who at any time dubbs records or re-records transcriptions or recordings. However, the Federation may permit such re-recording in specific instances on special application, in each of which, the determination of the Federation shall be final.

(b) For the making of records to be used in any radio broadcasting station, restaurant, hotel, cafe or any other place deemed by the Federation to be unfair to it or its members for any reason whatsoever.

(c) For the making of records for audition or other purposes for a sponsor deemed by the Federation to be unfair to it or its members for any reason whatsoever.

(d) For any Licensee or anyone else failing to observe and comply with each of the terms and provisions hereof with respect to all recordings for the Licensee's own account or for the account of anyone else including instances where a sponsor employs or furnishes his own musicians.

Fifth: That recordings, wherever specified in this license shall be deemed to include and cover phonograph records, electrical transcriptions as well as any other form of mechanical reproduction of music.

Sixth: That musicians shall not be requested or required to assign any existing or future rights to or in connection with any master record for recordings or transcriptions, and no contract with any musician shall be so construed nor shall anything herein contained be so construed as to constitute any assignment by the musician, or any orchestra of which he forms part, of any such rights.

Seventh: That this license may be terminated by either party at any time without cause or for any reason.

Eighth: That this license states and contains the only terms and conditions under which members of the Federation will render services as musicians in making recordings.

Ninth: That in the event of any violation of the terms hereof by the Licensee, and the Federation shall believe that such violation has occurred, each and every member of the Federation shall thereby and thereupon be deemed released and discharged of and from any and all engagements and contracts with the Licensee and of and from any and all claims of every kind and nature by the Licensee, against any member of the Federation and the Federation.

Tenth: That all contracts between the Licensee and members of the American Federation of Musicians shall at all times be subject to and bound by the present and future provisions of the Constitution, By-Laws, Rules, Regulations and Resolutions of the Federation and of all Locals thereof, affected thereby, and all such contracts shall be deemed to include and be subject to the following:

(a) "The present and future provisions of the Constitution, By-Laws, Rules, Regulations and Resolutions of the Federation and its Locals affected thereby, apply to, and shall govern, this License, and any stipulations in conflict therewith shall be null and void."

(b) "As the musicians engaged under the stipulations of this License are members of the American Federation of Musicians, nothing in this License shall ever be so construed as to interfere with any obligation which they may owe to the American Federation of Musicians by reason of their prior obligation to the American Federation of Musicians as members thereof."

NOTE: This license is and remains the property of the American Federation of Musicians.

2 TEXAS STATIONS AUTHORIZED BY FCC

TWO NEW local stations in Texas, one in Laredo and the other in Beaumont, were authorized by the FCC in decisions announced Feb. 10. Licensee of the Laredo station, which will operate with 100 watts night and 250 watts day on 1500 kc., is Mervel M. Valentine, an electrical engineer and amateur radio license holder. Call letters have not yet been selected.

The Beaumont station, which will be known as KRIC, was authorized to use 100 watts full time on 1420 kc. Licensees are a partnership consisting of B. A. Steinhagen, former mayor of Beaumont, who heads the Comet Rice Mills of that city; D. C. Proctor, former local councilman, engaged in the wholesale drug business, and T. N. Whitehurst, an insurance man.

Laredo at present has no local outlet other than stations licensed by the Mexican government operating across the river in Nuevo Laredo. Beaumont has a regional station, KFDM, owned by the Magnolia Petroleum Co. but operated under lease by the Sabine Broadcasting Co., headed by James M. Gilliam. KFDM is under option to be sold to a group headed by C. W. Snider and his son-in-law, Darrold A. Kahn, who is manager of KGKO, Wichita Falls, shortly to be moved to Fort Worth. An examiner's report of last Feb. 17, favoring the sale of KFDM for $115,000, is pending FCC action.

Devoe Places Discs

DEVOE & RAYNOLDS Co., New York (paints), for its subsidiary, Peaslee-Gaulbert Div., Louisville, Ky., the second week in March will start a series of five-minute WBS transcriptions, to be heard once and twice a week. The discs, consisting of music and dramatized commercials, will be heard on 14 stations: WSM WBT WHAS WSB WAPI WREC KELD WWL WFAA KRGV KRLH KPRC WFLA WJAX. For Wadworth Howland Div., Malden, Mass., five-minute WBS discs of the same type will be used starting the latter part of March, on WBZ-WBZA WJAR WFEA WTAG WTAC. Agency is J. Stirling Getchell, New York.

Kelvinator Discs

KELVINATOR Division of Nash-Kelvinator Corp., Detroit, will use one-minute transcriptions as part of its spring campaign. Series of 16 one-minute discs, announced by Frank Gallup, have been cut by E. V. Brinckerhoff & Co. and will be supplied on request to dealers for local placement. Similar series last year was used by some 250 dealers and it is expected that about as many will use the present series. Account is directed by Geyer, Cornell & Newell, New York.

Brewers Delay Plans

UNITED BREWERS Industrial Foundation, New York, widely reported as about to start a network show before the end of February, has temporarily postponed such plans until a larger number of brewers have underwritten the proposed campaign. The program will probably feature Richard Himber's orchestra, on a CBS network. The Monday, 8-8:30 p. m. spot is under consideration. Agency is Newell-Emmett Inc., New York.

▼

Stations KFAB *Lincoln • Neb.*

KOIL *Omaha • Neb.*

KFOR *Lincoln • Neb.*

Announce the appointment

of

E. Katz Special Advertising Agency

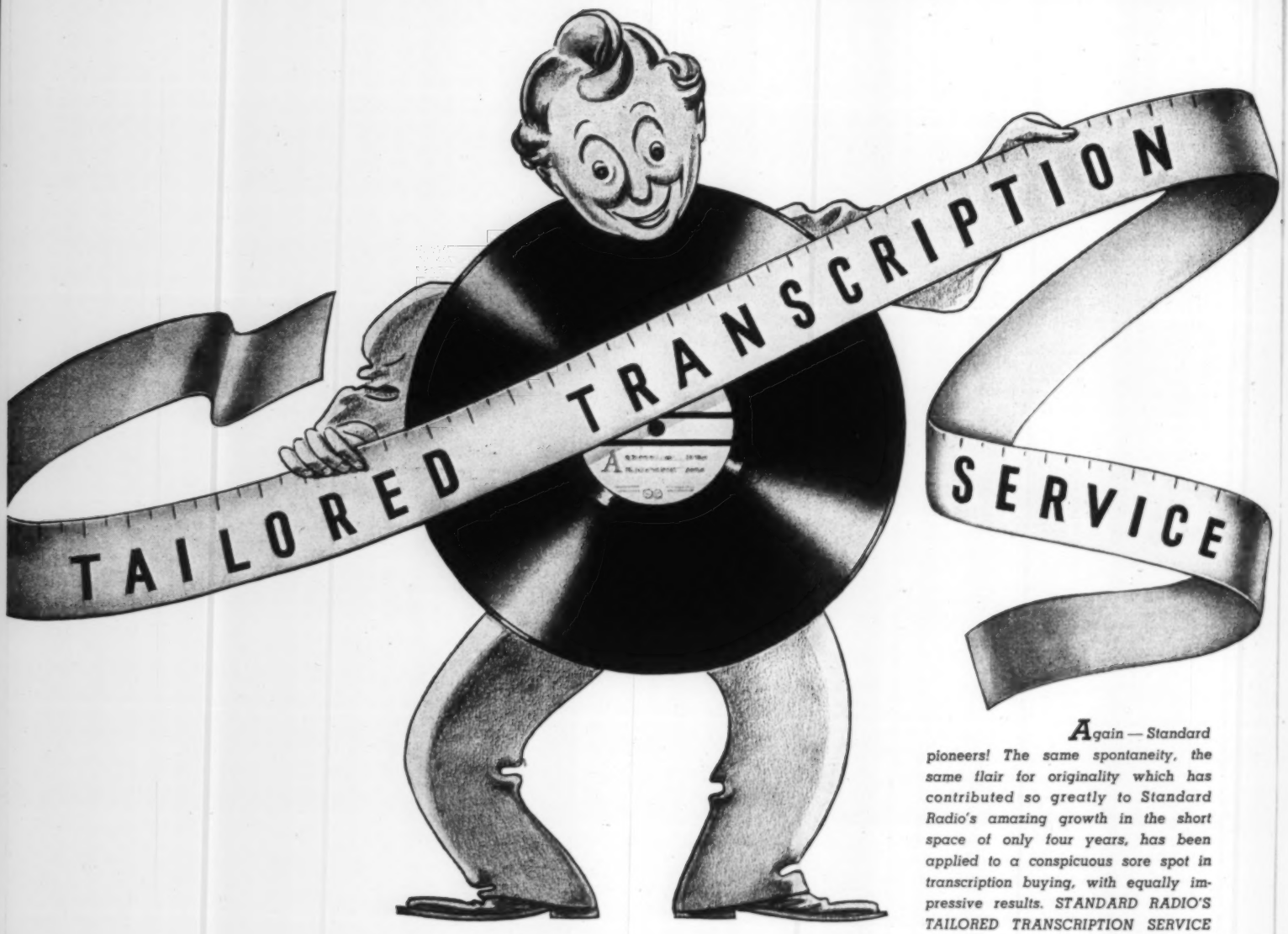
as

National Representatives

Effective March 1, 1938

▲

A *New* AND *Bigger* LIBRARY



Again — Standard pioneers! The same spontaneity, the same flair for originality which has contributed so greatly to Standard Radio's amazing growth in the short space of only four years, has been applied to a conspicuous sore spot in transcription buying, with equally impressive results. STANDARD RADIO'S TAILORED TRANSCRIPTION SERVICE adds new significance to the question—

"Are Your Transcriptions Up To Standard?"

100 NEW SELECTIONS EVERY MONTH
20 HOURS OF CONTINUITY EVERY WEEK

• Would you like to have a complete presentation of this new and revolutionary plan? A letter or wire to the nearest Standard office will bring it to you.

Y *but* MADE-TO-YOUR-MEASURE!

Standard Radio's

TAILORED TRANSCRIPTION *Service*

1. *Standard Radio inaugurates a new epoch* in the field of transcription library services. Now, for the first time, a service which is individually tailored . . . made up to fit the specific and individual needs of each radio station!

2. STANDARD'S TAILORED TRANSCRIPTION SERVICE means that stations may now subscribe to a service which includes the types of talent which fit in with their other live talent sources and the preferences of their listeners and sponsors.

3. *Stations desiring the full service,* will find Standard Radio's new library augmented to a higher figure than ever before. Besides a substantial increase in the basic library, the service provides 100 new selections each month, and 20 hours of prepared continuity each week.

4. *Starting from the full service,* stations can now eliminate specific types of music. For this purpose, organized sections may be deleted, thus reducing both service and cost to meet the specific and individual needs of your station.

Standard Radio

180 N. MICHIGAN AVENUE, CHICAGO, ILL. • 6404 HOLLYWOOD BOULEVARD, HOLLYWOOD, CAL.

XUM

Canadian Stations Bar General Reps

Join With Advertisers, Agencies to Banish Second 15%

CULMINATING a movement against general station representatives in Canada that received its first impetus in 1934, the Canadian Association of Broadcasters at its annual convention Feb. 7-9 at Ottawa acted to abolish the gradually fading system of general station representation effective March 1, 1938.

Practical enforcement of the action comes about through cooperation with the Canadian Association of National Advertisers and the Canadian Association of Advertising Agencies, whose members have agreed not to recognize general representatives in the placement of time. CAB members combined, with few exceptions, to refuse business tendered through general representatives.

As a result, exclusive representation in Canada, already well established, gains new ground. It is expected that the exclusive representation field, led by All-Canada Radio Facilities Ltd. and Joseph Hershey McGillvra, soon will be invaded by several of the larger general representative firms.

Private Network Urged

Recommendations by N. P. Colwell, of Joseph Hershey McGillvra's Canadian office, for standardization of rates were considered nearly adequate for full approval and were referred to a fact-finding committee and are to be revised and put into force either June 1, 1938 or Jan. 1, 1939. All stations approved standardization.

In another unanimously adopted resolution, the CAB moved to propose to the government the establishment of a commercial network of privately-owned stations to replace the government-owned network. Under this proposal the radio set tax will be reduced from $2.50 to $1.

At a dinner to all delegates given Feb. 7 by the city of Ottawa and Dr. G. M. Geldert of CKCO, C. D. Howe, Canadian Minister of Transport, stated that he felt there will be a separation of interests between publicly-owned and privately-owned stations and programs as time goes on. Lt. Commander C. P. Edwards, Director of Air Service, was another speaker.

The growth of the organization and its increased expenditures and needs for expenditures were shown by the increase in annual dues to the association, from twice-a-year payments of the peak hour rates, to monthly payments of the peak quarter-hour rate, practically doubling the fee. Three stations were admitted to membership: CJBR, Rimouski, CKFG, Vancouver, and CJCS, Stratford.

The closed session with Gladstone Murray, CBC general manager, was reported amicable. Subjects discussed were censorship, in which the CBC pointed out that stations should try to settle their own problems along that line, that the CBC did not want to become involved; transcriptions, with the CAB pointing out to Murray that transcription regulations of the CBC should be revised and allowance made for union control of transcription orchestras, as well as for transcriptions for stations carrying French CBC sustaining programs in evening hours in English-speaking sections of Canada; politics, with Mr. Murray being of the opinion that the amount of political time on any one station should be left to the station's own judgment.

Intense interest in the convention brought 52 broadcasters, representing 55 of the CAB's 59 member stations, to Ottawa. Originally scheduled for two days, the sessions were extended another day.

Extra revenue from increased dues will be used to educate communities on the value of radio and the place it occupies in Canada, with the hope of eventually using CBC line facilities for this education promotion.

Indicative of the interest of agencies and advertisers in Canadian radio, W. M. Ramsey, Procter & Gamble Co., Cincinnati; Ben Pollet, account executive of Compton Advertising Inc., New York, and several important Canadian advertising executives were in attendance.

Officers Elected

Mr. Sedgwick was reelected to the presidency for the fourth consecutive year. H. G. Love, CFCN, was elected vice-president. Members of the board of directors are Phil Lalonde, CKAC; F. H. Elphicke, CJCA; H. R. McLaughlin, CJRC; Lt. Colonel K. S. Rogers, CFCY; J. Stewart Neill, CFNB. Arthur Evans was reelected secretary-treasurer with offices in Toronto.

Heads Canadians Again

HARRY SEDGWICK

Gun for Sedgwick

WHEN the Canadian Association of Broadcasters, meeting in Ottawa Feb. 7-9, tendered a double-barreled shotgun to newly-reelected President Harry Sedgwick in appreciation of three years of outstanding leadership, they chose a unique method of presentation. Al Leary, manager of CKCL, entered the convention hall struggling with Frank Ryan, CKLW chief, for possession of the big weapon. President Sedgwick, coming to the rescue, demanded the shotgun—and got it.

Canada Plans to Build Seven 50 Kw. Stations

IN A REPORT tabled by the House of Commons at Ottawa, the Canadian Broadcasting Corp. indicated that when television becomes a reality in Canada it will be controlled by the government, which for practical purposes will be the CBC or its successor. The report also showed that when the CBC took control, only 49% of the Dominion's population received effective service. CBC now plans to increase the coverage to 84%, the report states.

Minister of Transport C. D. Howe, under whose jurisdiction comes radio, intimated in a defense of the CBC in Parliament on Feb. 8, that the CBC will erect seven 50,000-watt stations in 1938, to conform to the agreement made at Havana for the occupation of high-power channels assigned for Canadian stations.

Canadian Newscaster

L. S. SHAPIRO, New York correspondent of the *Montreal Gazette*, will broadcast from New York NBC studios a 15-minute news comment program as part of the Friday evening program of Imperial Tobacco Sales Co. of Canada Ltd., over a coast-to-coast Canadian network, special permission having been granted by the FCC to NBC for these broadcasts from Feb. 18 to March 18. The Canadian 1938 program includes news commentators from all parts of Canada, New York and European capitals.

Roster of Attendance at CAB Annual Convention . . .

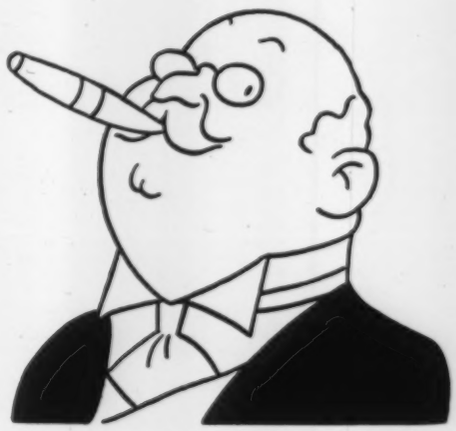
James Annand, CFRC, Kingston, Ont.
Gordon Anderson, CKOC, Hamilton, Ont.
Don L. Bassett, CJKL, Kirkland Lake, Ont.
John Beardall, CFCO, Chatham, Ont.
C. L. Berry, CFGP, Grande Prairie, Alb.
L. W. Bewick, CHSJ, Saint John, N. B.
William C. Borrett, CHNS, Halifax, N. S.
J. D. Buchanan, CKPC, Brantford, Ont.
E. A. Byworth, Associated Broadcasting Co., Toronto
Ted Campeau, CKLW, Windsor, Ont.
H. R. Carson, CFAC, Calgary, Alb.
G. C. Chandler, CJOR, Vancouver, B. C.
M. V. Chesnut, CKCH, Regina, Sask.
N. P. Colwell, Joseph H. McGillvra, Toronto
J. K. Cooke, Northern Broadcasting Co., Toronto
Don H. Copeland, Associated Broadcasting Co., Toronto
Reg. M. Dagg, CKWX, Vancouver, B. C.
H. F. Dougall, CKPR, Fort William, Ont.
Alex Dupont, CKCH, Hull, Que.
M. M. Elliott, CFCF, Montreal
Frank H. Elphicke, CJCA, Edmonton, Alb.
Arthur Evans, Secy., Canadian Assn. Broadcasters, Toronto
Gerry Gaetz, CJOC, Lethbridge, Alb.
Dr. G. M. Geldert, CKCO, Ottawa, Ont.
Vic. George, All-Canada Radio Facilities, Montreal
Norman R. Goldman, BROADCASTING, Washington, D. C.
Henry S. Gooderham, CKCL, Toronto
Burt Hall, All-Canada Radio Facilities, Montreal
A. M. Halliday, CFLC, Prescott, Ont.
Dr. Chas. Houde, CHNC, New Carlisle
F. P. Hardy, CHML, Hamilton, Ont.
J. G. Hyland, CJIC, Sault Ste. Marie, Ont.
J. D. Kemp, CKSO, Sudbury, Ont.
L. F. Knight, CFLC, Prescott, Ont.
Phil Lalonde, CKAC, Montreal
C. O. Langlois, Langlois & Wentworth, New York
G. Lovoie, CJBR, Rimouski, Que.
Al Leary, CKCL, Toronto
M. Lefebvre, CHLP, Montreal
Paul Lepage, CKCW, Quebec, Que.
G. Liddle, CKCR, Kitchener, Ont.
H. G. Love, CFCN, Calgary, Alb.
F. A. Lynds, CKCW, Moncton, N. B.
Joseph H. McGillvra, J. H. McGillvra, New York
Mrs. J. H. McGillvra, J. H. McGillvra, New York
H. R. McLaughlin, CJRC, CJRM, CJGX, Winnipeg
W. E. Mason, CKSO, Sudbury, Ont.
M. Maxwell, Associated Broadcasting Co., Montreal
J. Midgley, CKOC, Hamilton, Ont.
Robert Moore, Transradio Press Service, New York
Philip Morris, CFPL, London, Ont.
A. A. Murphy, CFQC, Saskatoon, Sask.
N. Nathanson, CJCB, Sydney, N. S.
J. Stewart Neill, CFNB, Fredericton, N. B.
V. F. Nielsen, CFCF, Montreal
Ben Pollet, Compton Adv. Inc., New York
W. M. Ramsey, Procter & Gamble Co., Cincinnati
T. G. Robinson, CJAT, Trail, B. C.
K. S. Rogers, CFCY, Charlottetown, P. E. I.
Frank Ryan, CKLW, Windsor, Ont.
E. T. Sandell, CKTB, St. Catherines, Ont.
Harry Sedgwick, CFRB, Toronto
Jack Slatter, Dominion Broadcasting Co., Toronto
Pauline Smyth, CKTB, St. Catherines, Ont.
Ken Sobel, CHML, Hamilton, Ont.
Frank Squires, CJCS, Stratford, Ont.
J. N. Thivierge, CHRC, Quebec, Que.
Charles Thomas, CFPL, London, Ont.
Roy H. Thomson, CFCH-CKGB, North Bay-Timmins, Ont.
Loren Watson, Associated Music Publishers, New York
J. J. Weed, Weed & Co., New York
C. C. Weed, Weed & Co., Chicago
Hal Williams, Dominion Broadcasting Co., Toronto.

Canadian Broadcasters Convene in Ottawa

Certain People

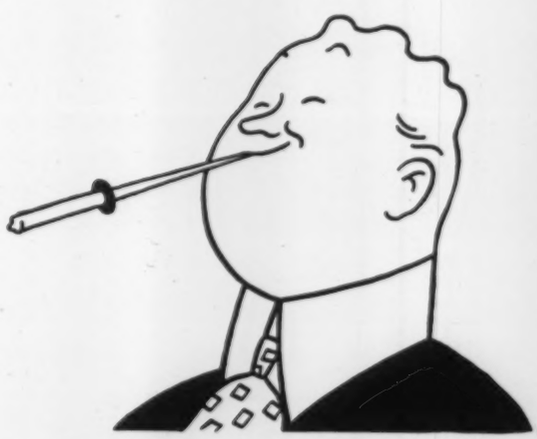
Though the names, characters and businesses of the four men presented below have no foundation in fact, the problems they present are typical of those encountered daily at a station known as WOR. Perhaps your problem, too, is among those present on this page?

JOHN ("Gotta-Show-Me") McN: . . . . President, Sav-U Chain Stores, Inc. Location, greater-New York, Staten Island, points South. Sales good. Could be better. PROBLEM: Get more people into stores, expand business, up employee morale. TREATMENT INDICATED: Half-hour WOR evening musical, employee participating. Top off with hard-hitting commercial, male-female appeal.



A. BRIXTON B: . . . . Chairman of the Board, Tri-Continent Stone & Steel. Has everything. PROBLEM: Wants something. Specifically, public goodwill. Now sponsoring network symphonic serenade. Thinks world's greatest market, i.e., area WOR serves, not being hit hard enough. TREATMENT INDICATED: Network supplemental on WOR. Same or different show at different time.

ELMER ("Boy-Oh Boy") C: . . . . Vice President, Advertising Manager, Continental Car & Cart. Sales, so-so. Distribution, spotty. PROBLEM: Increase distribution Eastern Pennsylvania, New Jersey, metropolitan New York. Inspire dealers, field reps. TREATMENT INDICATED: Three time a week WOR musical-dramatic. Merchandise show to hilt in spotty distribution areas. Provoke public demand with offer.



JOE BURTON M: . . . . Advertising Director, Lerick's Dept. Store. Sales, ho-hum. Store traffic, this and that. PROBLEM: Bring more people into store. Cut overstock on certain items. Provoke immediate response to specials. TREATMENT INDICATED: Five time a week WOR 15-minute women's show. Time, morning between 9 and 10 a.m. Provoke listener response, store traffic, with inquiry hook.

Sponsors Organize Baseball Schools

Kellogg and Atlantic Join in Sports Training Courses

BASEBALL schools for youngsters in major and minor league cities during the summer of 1938 were announced Feb. 4 by Atlantic Refining Co. and Kellogg Co. at a testimonial luncheon in Philadelphia in honor of Connie Mack, manager of the Athletics. Test schools, conducted last year by both companies, proved successful and indicated a widespread interest in baseball schools under the supervision of prominent coaches and players.

Philadelphia is one of the five major league cities in which the schools are planned and Atlantic Refining will conduct a series of schools in minor league cities of the East. Announcement was also made that the home games of the Philadelphia Athletics will be broadcast under sponsorship of both companies. Atlantic Refining will broadcast the games on WIP and pipe them to the Atlantic Athletic Baseball Network which consists of WHP, Harrisburg; WGAL, Lancaster; WORK, York; WSAN, Allentown; WEST, Easton; WEEU, Reading, and WPG, Atlantic City. Kellogg Co. will broadcast the games on WFIL, Philadelphia.

To Award Scholarships

Officials of the sponsors were emphatic in stating that commercial aspects of sponsorship will be divorced from the baseball schools. The youngsters will not be required to present a boxtop for admission nor similar proof of purchase. "We wish this school to stand on its own feet as the contribution of Atlantic Refining and Kellogg Co. to foster the interest of the youth of Philadelphia and suburbs in organized baseball," said Ira Thomas, former catcher for the Athletics and coach.

Beginning July 1 it is planned to start classes on city playgrounds. Another class will be held later in each week for suburban youngsters. All equipment will be furnished by the sponsors and different playgrounds will be used each week. Contest games will be played between the city and suburban teams. Subject to the approval of the major leagues, awards of two all-expense scholarships to Ray Dean's baseball school at Hot Springs, Ark., will be given the youngsters showing the greatest ability in each city.

The luncheon was under the direction of C. Halstead Cottington, vice-president of N. W. Ayer & Son Inc., agency for the sponsors.

Detroit Tigers on WXYZ

BASEBALL games of the Detroit Tigers will be broadcast on WXYZ, that city, and the Michigan Radio Network, according to H. Allen Campbell, WXYZ general manager. Harry Heilman, retired outfielder, will handle the sportcasts which will be jointly sponsored by Kellogg Co. and White Star Refining Co., local division of Socony-Vacuum. Only games not to be aired are those played in New York. Other out-of-town games will be reconstructed from telegraphic description direct from the field.

BIOW Co., New York, has resigned as advertising agency for G. Kraeger Brewing Co., and expects to announce a new beer account shortly.

PRE-SEASON—Discussions of baseball sponsorship are being held in Boston by Yankee Network representatives, sponsors, baseball teams and N. W. Ayer & Son. This year Kellogg Co. and Socony Vacuum Oil Co. plan to confine commercials to between-inning periods. Front row (l to r) shows D. G. Smith, Socony division sales manager; Arthur F. Rush, Kellogg New England sales manager; Bob Quinn, president of Boston Bees; Eddie Collins, general manager of Red Sox. In back row are Fred Hoey, announcer, and Donald W. Gardner, of N. W. Ayer.

Voluntary Censorship of Broadcasting Favored by Herring in Proposed Bill

DISCUSSING his proposal to "clean up the air" by a Federal board of review under the FCC, Senator Herring (D-Iowa) in an interview Feb. 11 denied that he favored Government censorship of radio programs.

"My proposal has been very much misunderstood in this respect," he said. "I am opposed to Government censorship. What I propose is a board to which radio stations and broadcasting companies may voluntarily submit program scripts in advance of broadcast."

Mr. Herring said the action on the part of broadcasters would be purely voluntary and failure to submit programs would not prejudice the authorities against broadcasters who failed to submit their programs.

Seeks Cooperation

"What I am trying to do is bring about close cooperation between the Government and the radio industry in keeping undesirable programs off the air," he said, showing a tentative draft of his bill, which he hopes to have ready for introduction within 10 days. He read one section providing that nothing in the bill is to be construed as giving the power of censorship to the board or commission.

Mr. Herring explained that the board of review would be composed of three members appointed by the FCC, and sufficient staff would be provided to pass promptly on all programs submitted. He pointed out that it might be necessary to establish offices in New York, Chicago, Hollywood and other places where a large number of radio programs originate.

The Senator said the motion picture industry had taken steps to clean its own house "and I am now proposing to do for radio what Will Hays has done for the movies."

"The FCC has done a swell job for the industry from a technical standpoint and now I think it should turn more attention to the programs which are being piped into our homes." He said he believed the proposed board of review would receive the cooperation of most broadcasters and it would prove effective in keeping "blood and thunder" broadcasts as well as other undesirable programs off the air.

Mr. Herring added he had received many letters approving his course, and a number of protests, but he believed most of the protests were based on misinformation. He admitted that when he first began to give thought to "cleaning up the air", he felt a modified Government censorship would be necessary. The Senator, however, is now confident that the board of voluntary review proposed will do the job.

McNinch Invites Critic To Cite Censoring Cases

FCC CHAIRMAN Frank R. McNinch, in answering a recent letter addressed to him by Roger N. Baldwin [BROADCASTING, Feb. 1] has asked Mr. Baldwin to cite to him specific "instances of improper censorship conflicting with public interest." Mr. Baldwin, director of the American Civil Liberties Union, New York, asked Mr. McNinch whether, in view of the Commission's action in the Mae West incident, the union might in the future expect consideration of its complaints "unfair censorship" by station managers.

FCC Study of Leases And Managing Contracts Seen in WTNJ Ruling

INDICATION that the FCC contemplates a study of station leases and management contracts was given Feb. 8 when the Commission postponed for 60 days a hearing involving renewal of the application of WTNJ, Trenton, N. J., which is operated under lease.

Some 30 or 40 stations, it is understood, are operated by parties other than those to whom the licenses are issued. There has been no determination that such operation is improper. As a matter of fact the Commission in several cases has concluded that such operation is in the public interest. While no formal statement was forthcoming, it is understood the FCC law department is undertaking a study of all applications for renewal of license by stations operated under lease or management arrangements after which it will submit findings to the FCC.

Presumably, postponement of the WTNJ hearing, which was made on the Commission's own motion, was in line with the determination to make a study of all such applications. Similar action was taken on a hearing involving WSAN, Allentown, Pa., on Feb. 10.

Air Freedom Upheld

FREEDOM of the air was held to be equal to freedom of the press in a ruling by Judge Lockwood in Brooklyn Supreme Court in a libel suit against WEVD, New York. Bryce Oliver, the station's news commentator, had said on the air that one Harry Fleisig had been convicted of assault. Mr. Fleisig, who had been charged with disorderly conduct as a result of striking his employes while they picketed, took exception to Mr. Oliver's choice of words. In spite of the question as to whether such behavior constitutes a misdemeanor or disorderly conduct, the judge said "it is conceivable that the mind of a layman would not differentiate, and a jury might well say the justifying facts mean the same thing."

SPORT SCHOOL—Atlantic Refining Co., Philadelphia, and Kellogg Co., Battle Creek, are jointly sponsoring a kids' baseball school in cooperation with the Philadelphia Athletics. Seated are (l to r) Wayne C. Yeager, Atlantic vice-president; Ira Thomas, in charge of the school; Roy Mack, son of Connie Mack, Athletics' manager. Standing: Clarence L. Jordan, vice-president, N. W. Ayer & Son; Jimmy Dykes, White-Sox manager.

KSD ST. LOUIS

Program Stars

TOP the LISTS

ON 3 NATION-WIDE POPULARITY POLLS

The FIRST FIVE

Most popular programs on the air in the Motion Picture Daily poll are on KSD.

The First Seven

most popular personalities on air programs in the Radio Daily poll are on KSD.

The FIRST FIVE

favorite radio programs in the World-Telegram poll are on KSD.

In the three nation-wide polls of newspaper radio editors recently announced, KSD programs continue to carry the leaders in popular entertainment. St. Louis' distinguished broadcasting station has listener preference because year after year listeners have tuned to KSD for the programs of radio's outstanding stars.

Station KSD—The St. Louis Post-Dispatch

POST-DISPATCH BUILDING, ST. LOUIS, MO.

FREE & PETERS, INC., NATIONAL ADVERTISING REPRESENTATIVES

NEW YORK CHICAGO DETROIT ATLANTA SAN FRANCISCO LOS ANGELES

Set Owners Found Against Censorship

Gallup Poll Reveals Few Find Vulgarity in Broadcasts

A MAJORITY of radio set owners oppose government censorship of programs, according to a nation-wide survey by the Institute of Puplic Opinion, directed by Dr. George Gallup, director of copy research for Young & Rubicam, New York.

The Institute, whose findings are syndicated to leading newspapers, learned that 59% of set owners believe Government censorship of programs would be harmful, with 41% believing it would "do good." "Applied against the 24,500,000 estimated radio owners," the Institute said, "the poll indicates that 14,500,000 prefer to have no Federal censorship while 10,000,000 favor it."

The question asked of a cross-section of set owners was: "Do you think Government censorship of the radio would do harm or good?"

Few Find Offense

Another question was: "During the past year have you heard any broadcast that has offended you by its vulgarity?" The replies were overwhelmingly in the negative, only 15% saying they had been offended while 85% said they had not.

"The main objection, judging by comment from voters, is that direct Federal censorship would be a dictatorial usurpation of power which would soon lead to censorship of other media besides radio," the Institute said. Impairment of free speech was given as a further reason, with some fearing censorship would become a political expedient.

Both public opinion and broadcasting companies themselves are exercising a sufficiently effective censorship, others declared. In favor of censorship, it was suggested that better programs might result, with elimination of misleading advertising.

An analysis of the vote by income groups shows that Federal censorship is particularly opposed by radio owners in the upper levels, whereas those of below average income are divided about evenly. In the average and above average group, 64% say censorship would do harm, and 36% say it would do good. Among radio owners of below average income the vote is 51% against censorship, 49% in favor.

Martin to Hollywood

CHARLES MARTIN, in charge of radio production for the Biow Co., New York, on Feb. 28 resigns to join Universal Pictures Co., Hollywood, with whom he has signed a seven-year contract as producer, director and writer. Mr. Martin's writing and producing staff at the agency will remain but he is now writing scripts for use on the NBC and CBS Philip Morris shows after his departure. He was with WMCA, New York, for four years before joining Biow. His shows include *March of Time, Five Star Final, Then & Now, Criminal Court, Gibson Family, Three Minute Thrills* and *Thrill of the Week.*

YANKEE'S WEATHER FORECASTS

Network Organizes Elaborate Service to Provide Predictions for Its 14-Station Hookup

YANKEE'S — Own weather forecasts are prepared by Sal Pagliuca (top), seated in the network's Boston weather laboratory, where he can talk by radiotelephone to Yankee's observatory atop Mt. Washington (below), where the wind sometimes hits 200 m. p. h.

INAUGURATION of the Yankee Network Weather Service, described as the first completely organized and most accurate radio weather forecasting service in the country, was to take place Feb. 20.

Using a new ultra-high frequency broadcast station atop Mt. Washington as the disseminating medium, the Shepard network will receive data from all available meteorological sources and transmit it to Boston for broadcasting over the 14-station network.

The meteorological service is the first phase of extensive radio communication activities contemplated by John Shepard 3d, president of the Yankee Network, including experimentation in frequency modulation broadcasting in the ultra-high band. A 50,000-watt station to engage in frequency modulation operation is contemplated atop the mountain at a possible expenditure of $250,000 [BROADCASTING, Jan. 15].

Atop a Mountain

The 500-watt "apex" transmitter on Mt. Washington will be employed to relay vocally the weather information to the Yankee Network's chief meteorologist, Salvatore Pagliuca, located in a specially constructed penthouse observatory atop the Buckminster Hotel in Boston, where the Yankee Network is headquartered. Mr. Pagliuca was one of the original party which set up an observatory atop Mt. Washington in 1932. For two years he was in charge of the mountain lookout and until recently was technical advisor, chief observer and forecaster of the Harvard University Observatory.

Beginning with the initial broadcast at 9 a. m. Feb. 20, Yankee will present forecast programs every morning at 8:15 and every evening at 11:15 for 15-minute periods. Technical language will be eliminated as much as possible. In addition to weather conditions for New England and for the country as a whole, a complete report of main road conditions, winter sports summaries, tidal and water temperature at principal beach resorts (during the summer), health advice prepared by physicians in view of the weather conditions for that day and special warnings for motorists will be given.

Construction of the apex station at Mt. Washington was accomplished in the face of arduous difficulties. Peculiarities of terrain and climatic conditions on the summit of Mt. Washington presented many obstacles. The station is the loftiest on the Eastern Seaboard, having an altitude of 6,284 feet above sea-level and in a climate said to be akin to that of Northern Labrador.

Paul A. Demars, technical supervisor of the Yankee Network in charge of the construction, said that at times "we almost despaired of ever being able to overcome the difficulties presented by geological and weather conditions, but now that the tower is completed and the station on the air, those same conditions offer the most valuable sources of experimental research broadcasting available anywhere."

In order to install the turnstyle antenna, foundation pits had to be blasted from the rock rubble of the mountain peak. Wind velocity sometimes reached nearly 200 miles an hour. Construction crews were forced to "lay low" until the winds subsided from time to time. The antenna is 100 ft. high. Although the station has 500 watts power, the peculiar type of antenna construction makes its output the equivalent of 2,000 watts. In addition to the transmitting equipment, barometers, micro-barographs, maximum-minimum thermometers and other instruments have been installed in the observatory building.

P & G BEST CLIENT OF NBC LAST YEAR

PROCTER & GAMBLE Co. was NBC's biggest client in 1937, with a gross expenditure of $4,456,525 for time on the Red and Blue networks, according to a breakdown of last year's figures by advertisers belatedly released by NBC this month. Network, which had declined to release individual advertiser and agency expenditures in January when comparable breakdowns were given out by CBS and MBS, gave out the figures without no comment on the change of policy. At the same time NBC also made public a similar table of agency expenditures, showing Blackett-Sample-Hummert leading with total expenditures of $5,086,667.

Nine of NBC's 134 clients in 1937, had gross expenditures for time of more than $1,000,000. In addition to Procter & Gamble, these were: Standard Brands, $2,508,-139; General Foods Corp., $2,332,-193; Sterling Products, $2.169,836; Miles Laboratories, $1,457,470; American Home Products Co., $1,403,496; National Dairy Products Corp., $1,275,202; Pepsodent Co., $1,269,258, and RCA, $1,153,-585. Of the $38,651,286 gross billings of NBC last year, all but $1,009,087 was billed through agencies, two clients, RCA and Benjamin Moore & Co. having placed programs direct.

Of the 85 agencies placing business on NBC in 1937, ten placed 63.7% of the total expenditures. Following Blackett-Sample-Hummert, in order of expenditures, are: J. Walter Thompson Co., $4,376,-915; Lord & Thomas, $3,872,588; Compton Advertising, $2,916,100; Young & Rubicam, $2,772,680; Wade Advertising Agency, $1,457,-470; Benton & Bowles, $1,200,461; Stack-Goble Adv. Agency, $1,192,-559; H. W. Kastor & Sons Advertising Co., $873,255, and Lennen & Mitchell, $851,357.

List of present NBC sponsors who are year-round advertisers just released by NBC shows 44 clients in 1937 who sponsored programs on NBC 52 weeks in the year without interruption. Starting with 1927, first year of NBC's existence, table shows that most consistent NBC advertisers have been Cities Service and General Foods Corp., neither of which has missed a week on the air in the 11 years of NBC operation.

Postum on CBS

GENERAL FOODS Corp., New York (Instant Postum), on Feb. 28 will start *Lum & Abner* Mondays, Wednesdays and Fridays at 6:45-7 p. m. While only a vocal order for time has been given, a CBS network is being cleared and will be "as many stations as we can get," according to the agency. The program will originate in Hollywood where the team will conclude its broadcasts for Horlick's Malted Milk on Feb. 25. Agency is Young & Rubicam, New York.

Maytag Shifts Agencies

MAYTAG Co., Newton, Ia. (washers and ironers), will place its account with McCann-Erickson Inc., effective March 31. According to Homer Havermale, vice-president in charge of the agency's Chicago office, no radio plans have been formulated.

BIG?...No-
KGNC IS *Little* BUT LOUD!

In fact KGNC was the smallest of a list of 52 Stations but ranked 16th In Returns!

★ THE LETTER TELLS THE STORY

THE CRAMER-KRASSELT CO.

MILWAUKEE, WIS.

★ January 11, 1938

Mr. Raymond Hollingsworth
Station K G N C
Amarillo, Texas

RE: THE PARTY LINE

Dear Mr. Hollingsworth:

Rather imagine that figures on the Memory Book and Narcissus Bulb offers will be interesting to you.

First, on the Memory Book offer, KGNC stood 16th on the basis of numerical returns of a list of 52 stations.

On this same offer, but on the basis of cost per inquiry, KGNC ranked 19th.

On the Narcissus Bulb offer, KGNC improved their position slightly, ranking 14th on the basis of numerical returns.

I cannot tell you just what the ranking is on the basis of cost per inquiry as that has not been computed as yet.

Cordially,

Manager Station Relations
THE CRAMER-KRASSELT CO.

HTEnns
LM

THE REMARKABLE direct sales increases achieved for national advertisers in the rich Amarillo market by KGNC has become common knowledge. KFYO, Lubbock, under the same ownership and management, is doing the same kind of a job in the fertile, prosperous South Plains area. Together these stations offer complete, dominating coverage of Northwest Texas.

KGNC — THE GLOBE-NEWS STATION — AMARILLO, TEXAS

KFYO — THE AVALANCHE-JOURNAL STATION — LUBBOCK, TEXAS

NATIONAL REPRESENTATIVE, HOWARD H. WILSON COMPANY
CHICAGO NEW YORK KANSAS CITY

Promotion of Latin Good-Will Sought in Shortwave Grants

World Wide and General Electric Get Facilities; Senate Bill Proposes Government Station

PROMOTION of friendly relations among the Americas by means of radio was given definite impetus the last fortnight with the introduction of a joint bill in the Senate for an international station, government-owned, at San Diego, and the allocation by the FCC on a temporary basis of the so-called "Pan American frequencies" to two or three applicants.

The bill (S-3342) proposes a $3,000,000 appropriation for erection of a station in San Diego by 1940, by the Navy, but with program supervision under the Secretary of State. It also would permit any privately-owned commercial company to use the station without profit, which indicates a possible intention to lease. Introduced by Senators Chavez (D-N. M.), and McAdoo (D-Cal.), the bill is designed to supersede that introduced last session by Rep. Celler (D-N. Y.) for a Pan American station in Washington, with program supervision in the hands of the Department of the Interior.

No Sponsor Mention

In allocating on a temporary basis the four remaining Pan American frequencies—two to World Wide Broadcasting Corp. of Boston, and two to General Electric Co.—the FCC imposed drastic restrictions on their use, precluding any possible commercialization. The restrictions are so stern, in fact, as to prevent even name mention of sponsors. The station licensee, however, would be required, under the announcement rules, to identify itself.

These restrictions, it was stated, were deemed necessary because the frequencies, under the Montevideo Pan American conference of 1933, are to be used in the interests of inter-American affairs, and the Buenos Aires conference in 1936 recommended that there be established a Pan American broadcasting hour.

In allocating the frequencies on Feb. 1, World Wide, declared to be an eleemosynary corporation headed by Walter S. Lemmon, was assigned the frequencies 11,730 and 15,130 kc., with 20,000 watts, but denied requested authority to use 9,950 kc., and 21,500 kc., which were given GE, with power of 100,000 watts. NBC's application for all of the frequencies with 50,000 watts, was denied outright on the ground that a selection had to be made between it and GE, to avoid a duplication of program service to the same territory. The Commission held that the proposed World Wide programs are suited to meet the taste and needs of the Pan American countries and that the proposals of NBC and GE regarding programs are substantially alike in that each contemplates for the most part the use of regular chain material of NBC.

The conditions under which the grants were made are as follows:

(1) That the authority issued shall be experimental in character;

(2) That said authority may be terminated at the discretion of the Commission without advance notice or hearing;

(3) That the programs transmitted by Stations W1XAL and W2XAD on the frequencies herein authorized shall be directed to the Pan American countries;

(4) That the character of programs to be transmitted shall be based upon the principles contained in the Buenos Aires agreement, and that programs furnished by the members of the Pan American Union be broadcast, and other cooperation with the Pan American Union shall be maintained;

(5) That there shall be no commercial or advertising announcements of any kind in the programs broadcast through the medium of these frequencies, and that the names of program sponsors shall not be broadcast;

(6) That full regard shall be given to the fact that the Montevideo and Buenos Aires Resolutions contemplate time-sharing with other Pan American nations;

(7) That the stations shall be operated with the primary purpose of supplying reliable broadcast service to the Pan American nations;

(8) That three hours of each twenty-four hours shall be the minimum time for use of the frequencies under this authorization;

(9) That the frequencies herein granted shall be put to actual use within a period of thirty days from the effective date of this Order.

Promotion of Good-Will

Senator Chavez, who has Spanish blood, said one of the chief reasons which prompted him to introduce the bill was to fully acquaint the people of Central and South America with the Spanish background of a great section of the people in the United States. He believes this will be highly beneficial in promoting good-will between the countries of the Western hemisphere.

He explained that the location of the superstation was fixed at San Diego because it was a naval base and in case of emergencies the station could be used by the navy to a good advantage.

He added he had discussed the bill with the departments involved and the FCC before it was introduced and all were sympathetic. He asserted, however, that they had not approved it. Because of the character of programs which he thought should be broadcast over the station, he placed control with the State Department.

The Senator stated he had conferred with various members of the Interstate Commerce Committee to which the bill was referred and had found strong sentiment for it. He expects the Committee to hold early hearings at which time he plans to present a strong case in support of the legislation. The federal agencies involved have been asked for their opinion on the bill. Mr. Chavez intends to confer with Rep. Celler regarding House sponsorship.

Senator McAdoo said the bill was drafted by Senator Chavez and he joined in introducing it since the station is to be located in his state. He added that he was in hearty accord with the proposal.

CONGRATULATED—Paul W. Morency (right), general manager of WTIC, Hartford, is congratulated by Business Manager James F. Clancy for his appointment as assistant secretary of Travelers Broadcasting Service Corp.

Cleveland School Board First to Seek Educational Station on New Frequency

FIRST application for shortwave educational facilities under the recent FCC grant of 25 channels in the ultra-high frequency band for non-profit educational broadcasting [BROADCASTING, Feb. 1], has been filed by the Cleveland City Board of Education. The application asks for 41,500 kc., 500 watts, unlimited.

Boards of education in New York City and Detroit have asked the FCC for information concerning available frequencies.

Room for Many Stations

The U. S. Office of Education announced that hundreds of inquiries had been received from civic and educational groups. An extensive survey is being conducted by it to collect data for the educational organizations on problems of equipment, personnel and programming. Suggestions have come to the Office of Education that the Armstrong frequency modulation method be used in the newly-opened band between 41,000 and 42,000 kc. [BROADCASTING, Jan. 15].

"Tremendous possibilities for American education and for progress in our national life," was the reaction of John W. Studebaker, U. S. Commissioner of Education and chairman of the Federal Radio Education Committee, to the new allocations. "The reservation of 25 channels means that a large number of allocations can be made to educational groups throughout the United States," he said. "Engineers point out that a minimum of about 50 stations in various parts of the country may use each frequency, since the ultra-high radio waves are distinctly local in character. This indicates that there is room in the sector reserved for at least 1,250 local non-profit educational radio stations.

"The new frequencies will be used to stimulate the interest of students in subjects they would not ordinarily be eager to learn. Detroit is presently engaging in such broadcasts. There will be broadcasts to classrooms as there now are to science classes in Rochester. Model lessons broadcast by especially expert teachers in various subjects will gradually improve classroom teaching. Cleveland is one city now following this practice. The University of Wisconsin's radio classes in singing doubtless will be duplicated in many other areas. Chicago and Long Beach have made emergency use of radio to reach pupils in their homes when schools were closed.

"These frequencies can be a great boon to the isolated rural school with its one or two teachers. At present county superintendents or supervisors may be able to visit each school in the county or district only once or twice a year. Under this plan constant contact may be maintained with all schools.

"The newly allocated frequencies are distinctly local in character. They will be serviceable at a radius of 5 to 15 miles from the transmitter. A radio tower on a hill top probably will be a characteristic adjunct of many American schools in the not-too distant future."

Dr. Studebaker emphasizes the fact that "swift acceptance of this opportunity by educational organizations is not to be expected. Educational agencies will have to study the problems of equipment, personnel, programming and budgeting for this new service."

"The success that has greeted the educational efforts of commercial broadcasters is conclusive proof that educators can make good use of these frequencies reserved by the FCC if they will put adequate effort, energy and imagination into the task of using them," he concluded.

More British Shortwave

BRITISH Broadcasting Corp. will construct two new high power shortwave transmitters at its Empire station, Daventry, according to a recent report by the U. S. Department of Commerce. The purpose of increasing the number of Daventry transmitters to eight is the expanded foreign language schedule, the report stated. A full-time program service to Asia and South America is planned as well as a special series of Turkish programs in cooperation with the Turkish government.

Nestle Latin Discs

NESTLE & ANGLO-SWISS Condensed Milk Co. (export), will place recorded concert programs on 12 South and Central American stations. Thirteen quarter-hour discs in Spanish, cut by NBC Electrical Transcription Service, were produced by L. Rodriguez, export manager of the company. Stations will be used in Colombia, Costa Rica, Dominican Republic, Guatemala, Spanish Honduras, Puerto Rico, and Venezuela.

NEW FOREIGN language agency in Philadelphia is Miller & Dixon, WTEL Bldg. Felix Miller, partner in the firm, announces the Polish programs on WTEL which total 10 hours weekly. Walter Dixon is in charge of sales.

2,500,000 STEADY CUSTOMERS FOR YOU

WE ARE speaking of the Italian Market—2,500,000 Italo-Americans living about one hundred miles around the city of New York. Ordinary sales, advertising and merchandising plans, do not affect this market. If a manufacturer wants it, he must go after it definitely. There is hardly a major market in this country in which brand preference is so confused. For example, if we take the food field, we find this situation: There are 7500 groceries serving the Italian population of New York, New Jersey, Connecticut, Pennsylvania and Delaware, and doing a yearly business estimated well above 200 million dollars. About 80% of this business is done in American goods and only 20% in imported products. It seems incredible, but in this tremendous amount of merchandise, at the present time, in the Italian Market, there is no brand of any of the following kinds of products that has an outstanding preference—milk, butter, sausages, biscuits, pies, candies, salt, canned fruits and vegetables, domestic tomatoes, cereals, and sugar. In the beverage field there is no outstanding brand of beer or soft drink that is preferred; the brand that is used is that recommended by the grocer. The same is true for cigars, clothing, clothing shops, hats, toilet articles, electrical appliances, automobiles, hardware, etc. An examination of these facts quickly brings to light the ease with which it is possible to capture this market—to create a leadership for a particular brand with a very modest expenditure, for such an enormous potentiality. Radio Stations WOV, WBIL, WPEN reach and dominate this entire market. Since 1932, without a single exception, any product that has first been advertised through the medium of WOV, WBIL, WPEN, is now a leader in its own field. Here is a market for you, and we are at your disposal to discuss and study your problem in reference to the possibilities of the Italian Market. We are in a position to facilitate and solve your distribution problem, if there is such a problem, for your product. We can supply an estimate on time and talent. The cost is economical. No obligation whatsoever on your part.

INTERNATIONAL BROADCASTING CORP., 132 W. 43rd St., New York, Tel. BRyant 9-6080

WBIL ★ WOV ★ WPEN

NEW YORK, 5000 Watts | NEW YORK, 1000 Watts | PHILADELPHIA, 1000 Watts

The Moving Story of a Radio Station

Graphic Motion Picture Depicts Plant, and Market Area

By H. M. FELTIS
Commercial Manager, KOMO-KJR, Seattle

"KOMO-KJR PRESENTS the Pacific Northwest. . . ." With those words flashing across the screen, KOMO-KJR inaugurated the use of sound motion pictures to portray dramatically—forcefully—convincingly—to Eastern time buyers the potentialities and meaning of the great Pacific Northwest.

Mr. Feltis

The idea originated in discussions with Birt Fisher, general manager of KOMO-KJR, of plans for the stations' participation in the 1937 conventions of the PACA in Salt Lake City and the NAB in Chicago.

Chas. A. Bailie, KOMO-KJR's research expert, and C. E. Arney Jr., the stations' public relations director, were called in to begin the task of gathering basic statistics about the area we serve. The U. S. Department of Commerce, Chamber of Commerce, trade publications, heads of major industries, advertising agencies, and other organizations supplied reams of statistics and supporting data.

Essential Data

Then came the task of analyzing this material and determining essential facts regarding those industries from which the majority of our population derives its income and livelihood. We selected all the desirable points that make the area attractive and create a desire in the audience to view it for themselves.

It was discovered then that there are 21 major industries. Time was allotted to each in proportion to its importance. Then came the job of determining what shots would be made of each industry and what scenic attractions would be included.

We then obtained the services of a professional aerial photographer. The plane carried the camera from Seattle over such scenic spots as Snoqualmie Falls, Index Peaks, Mt. Baker and the cities in between. Out then over the San Juan Islands in Puget Sound, circling back over the Olympic Peninsula, past Mt. Olympus, Hoods Canal, and the Puget Sound Navy Yard at Bremerton. On to the south over the state capitol at Olympia and other western Washington cities went the cameraman, then around lofty Mt. Rainier, back to Tacoma and Seattle again. Those who have seen these pictures have pronounced them the finest airplane views ever collected of the State of Washington.

With the air views out of the way, the camera crew began the ground work, traveling from the Canadian border to the Oregon state line, including the Olympic Peninsula—1200 miles were covered in this part of the work. Meanwhile, "shooting" continued on the pictures of the KOMO-KJR studios, the transmitter installation and all the activities of the various departments. Of the three-reel film, one reel is devoted entirely to the facilities of KOMO-KJR; the other two to the market and scenic attractions in the Pacific Northwest.

A Day in Radio

The KOMO-KJR sequence carries a typical family through the stations. While the narrator explains operations in detail, the camera records a day in radio. Opening with flash shots showing the technical panorama of meters, dials, control panels and similar subjects, the photographer follows the mail clerk on his round with the day's mail. The general manager, Mr. Fisher, is shown in conference with one of the directors, and then the commercial manager in the sales department talking with two clients.

The individual salesmen, research staff and stenographic division are depicted in natural working activities. Into the auditing department, then the program department where the program manager, Willard W. Warren, is shown auditioning a program. The continuity department, traffic division and the operations department are then reviewed.

Next is shown recently-installed electrical transcription equipment, music library, artists' library, programs in production in the large studios and the smaller ones, the audition room, the news department, and shots of various remote control broadcasts going on the air. The final sequence in this reel is entirely technical, going from the control room to the transmitter and closing with a picture of KOMO-KJR's 570-foot self-supporting antenna.

In the other two reels, KOMO-KJR's market area in the Pacific Northwest, its industries and scenic attractions are depicted for the benefit of time buyers. A series of views from the air and ground of high spots in the region form a prelude to the industrial sequences. First is the lumbering and aviation industry with the vast Boeing Airplane Company plant, shots of the lumbering activities that produce over ten billion feet per year on an average—35% of all United States production. The rapidly expanding pulp and paper and the Douglas fir plywood industries supply many interesting scenes and much amazing data. Then comes fishing, canning salmon for the world-wide markets and oyster culture.

The farm sequence informs buyers that the agricultural buying power in the Pacific Northwest is 41% above the national average, and includes episodes on dairying and livestock, the wheat industry, horticulture in the famous Wenatchee and Yakima valleys, poultry, meat-packing and other food industries.

Washington, A Playground

Following scenes of ocean commerce and Seattle's harbor come views of Washington's tremendous power developments—Grand Coulee and Bonneville on the Columbia and Seattle's municipal plant on the Skagit river with charts showing that the area is 137% above the national average for farm-electrified homes. Railway, highway and airway transport facilities are shown in the next sequence with a chart revealing that the Pacific Northwest is 27% above the national average for ownership of passenger automobiles.

In the other sections are shown the region's recreational wonderland, mining and smelting scenes, durable goods industries such as steel and cement manufacturing, residential building and urban views, concluding with charts showing that the Pacific Northwest is 20% above the national average in point of telephone subscribers; that radios are in 97% of Seattle's homes; that home ownership in the Pacific Northwest is 21% higher than in the rest of the nation; that the area is 19% above the national average for per capita retail sales; that per capita wealth of the region is 35% more than the national average; that the population growth in the Pacific Northwest is 286% more than the national average.

The balance of the film shows flashes of interesting points as the narrator goes into a sales talk on the Pacific Northwest, concluding with: "Here is the nation's greatest test market." Due to lack of time before the conventions, the film was rushed through in order to make the deadline. Because of this haste, there were a few rough spots in the film, some due to editing, narration and photography. However, the film was shown to a limited number attending the convention and to a few agency men in the East.

Back in Seattle, the film was rebuilt and re-edited over a period of two months. This time there was no haste and every precaution was taken for a satisfactory job. The premiere showing of the revised film was staged for the leading business men in Seattle, and the managers of KOMO-KJR departments to obtain reactions. All were more than agreeably surprised at the scope of the picture.

Schools View Film

After this showing and some publicity in Seattle newspapers, requests for the film came from clubs, service groups and educational organizations until at the time of this writing 26,284 persons in the Pacific Northwest have seen the film. The film so impressed the public relations director of the Washington Cooperative Egg & Poultry Association that he immediately contracted to buy a print to be shown at all the meetings of the association throughout the state. When this project has been completed, it will have gone before nearly 15,000 members of this association throughout the entire state of Washington.

What is regarded as a high compliment came from the manager of the Egyptian theatre. When he saw the film, he immediately booked it for a week's showing. During the run, more than 17,000 persons attended—one of the largest audience periods the theater enjoyed in many months. Several announcements were made over KOMO-KJR informing the public that the films were being shown at the theatre.

Recently, the censor committee of the Seattle school system asked to view the picture to determine whether it would be shown at each of the city's schools. After seeing the production, it was approved without hesitation. The committee's

(*Continued on Page 94*)

TALKING pictures make a market live. So said KOMO-KJR, Seattle, after its photographer had flown above Washington's mountains, shot the fast growing industries of that state and went into the studios for a vivid presentation of how radio is run. Facts that ordinarily are stiff and formal come to life when sound motion pictures tell the story of a State once the last outpost of pioneers but today one of America's richest markets. More than proving to be an expert method of explaining market data, the film has brought not only to the community but also the stations' personnel a new perspective of radio's importance. Moreover it has given vistas of what is yet to be done. Here is a story of what radio can do when the minds behind the mike are alert.

Take a Big Bite...

WTIC's Fertile market as shown by the Jansky & Bailey survey

.. of this rich Southern New England market

Tapping this Southern New England market has put a worthwhile plus on many a sales record. And Station WTIC is practically a must if you want to make the most of it for your product. As a market, WTIC's primary and secondary coverage areas include some 4,000,000 people living in Connecticut, Western Massachusetts, Eastern New York, Vermont and New Hampshire. Government figures show their income to be 15% above the national average as far as *spendable* dollars are concerned. And they account for 23% more retail sales and 50% more food sales per capita than the country at large.

Ross Federal's thorough check of their listening habits shows that WTIC fits this rich market like a glove—with 60.72% of these families listening to WTIC at a given time compared to 24.37% for the next most popular station. This 149% greater coverage can assure you a full measure of profits when you dip into this market with Station WTIC.

Write today for our new 32 page brochure giving full details on the Ross Federal Survey and facts about the WTIC billion dollar market.

WTIC

50,000 WATTS

HARTFORD, CONN.

THE TRAVELERS BROADCASTING SERVICE CORP.

Member NBC Red Network and Yankee Network

Paul W. Morency, General Manager

James F. Clancy, Business Manager

National Representatives: Weed & Co.

CHICAGO DETROIT NEW YORK SAN FRANCISCO

Publication Issued To Rural Audience

Clear Channel Station Group Behind New Periodical

RURAL RADIO, a new publication catering to rural listeners and as such, espousing the cause of clear channel stations, made its appearance this month. It is published by a corporation of the same name as an independent publishing enterprise for profit.

E. M. Kirby, sales promotion manager of National Life & Accident Insurance Co., and its station WSM, is editor, and E. M. Allen, Jr., of Nashville, publisher of the two-color magazine, the first issue of which ran 24 pages. It is advertised in spot announcements over a dozen of the clear channel stations with the subscription at $1 a year. A premium of Burpee seeds, sufficient to plant 100 square feet, was offered with each subscription.

Mr. Kirby and Mr. Allen are the principal owners of the magazine. Mr. Allen is general manager of the Marshall & Bruce Publishing Co., of Nashville, which is underwriting the venture. Chancellor O. C. Carmichael, of Vanderbilt University, is editorial advisor and an incorporator.

Designed to serve the "48% of America's population living in rural communities" the publication in its initial editorial, emphasizes the indispensability of radio to the rural and remote listener. Replete with photographs of radio performers on clear channel stations, the initial issue also includes features for the entire farm household.

The Contents

There is included a section on technical service and a "news time dial" showing news broadcasts on clear channel stations such as WLS, WBAP, WFAA, WHAS, WHO, WOAI, WSB, WSM and WHAM.

Pointing out that no other magazine is published purely in the interests of the farm listener, Mr. Kirby asserted the decision to inaugurate the monthly publication was reached after a survey of the farm paper field, an analysis of station fan mail from rural residents and observations of general radio magazines which he said dealt largely with Hollywood personalities and network and other programs of minor interest to farmers.

The Clear Channel Group, formed several years ago to protect the interests of clear channel stations, had under consideration a campaign for the promotion of rural listening. The Group, as such, however, is not financially identified with *Rural Radio*, according to Mr. Kirby. The publication, he added, will be self-supporting, and beginning with its March issue, will carry a classified advertising page. National advertising will not be accepted until the circulation reaches a point where establishment of a rate structure can be determined.

The initial issue, in addition to its lead editorial titled "Why Rural Radio?" carries an article on what radio means to the farmer by Morse Salisbury, radio chief of the Department of Agriculture; a technical article on radio sets by Arthur Omberg of WSM; an article by George Biggar, of WLS; a program article by Dick Jordan, relating to WFAA early morning features; a column titled "Along the Way" by Lambdin Kay, general manager of WSB; the poster stamp collecting hobby by Dolly Sullivan, of WHAS; a humorous page by Harold V. Hough, general manager of WBAP and KGKO, and one of radio's foremost humorists; a religious review by Rev. H. W. Lambert, Radio Pastor of WHO; an educational article by Art Kelly, of WHAM; a personality feature story by Carl Doty, news editor of WOAI, and other general features.

RADIO AND FOREIGN TONGUES

In a Few Years Italian Following Was Built and Extended to Chain of 15 Stations

Miss Hyla Kiczales is the general manager of the International Broadcasting Corp. She is the only woman in the country who is in charge of a radio network. Miss Kiczales has been instrumental in the growth of this corporation into a leading foreign language chain. Though only 30 years old, she has done much of the pioneer work in the development of this phase of radio.

By HYLA KICZALES

General Manager, International Broadcasting Corp., New York

HAD ANYONE a few years ago ventured the opinion that our ranking national advertisers would consider foreign language broadcasting as important a part of their radio campaigns as their network programs he would have been regarded as a dreamer. Or had he prophesied the ultimate development of a highly successful foreign language chain operating from New York through 15 stations in five states, he would have been branded a fool.

To attribute this accomplished fact to the mushroom-like growth of radio in general would be unfair to those pioneers in this phase of radio broadcasting who first lent an intelligent approach to its exploitation. It has taken much time and energy to undo all the mistakes of those who first designed programs for foreign consumption. Every contract they could get for foreign language business was grabbed regardless of how small the merchant's budget, how well equipped they were for production or what language the sponsor wanted for his broadcasts. Slipshod management was the rule rather than the exception.

Concentration

We of the International Broadcasting Corp. realized that we had to concentrate on one particular foreign element. We selected the one group we considered the best as far as its potential commercial and cultural possibilities were concerned. After months of deliberation we decided the Italian had all the necessary elements. Here was a race of people who were hard-working, thrifty and possessors of an hereditary love for the arts. Our first job was to educate them that our WOV wavelength was their outlet and that we were broadcasting programs in their mother tongue though we did so as an American station. At first we concentrated on educational programs.

Tie-ups were effected with all Federal, State, municipal and civic groups interested in the Americanization of this element. The fine cooperation we procured from the Italian publications was a great factor in the success of this venture. Naturally our programs had to be built along lines that had appeal for the temperament of these people and it was from the ranks of the Italian American Theater and the Italian press that we drew our performers, writers and producers. Mind you, all this without the active support of any ranking advertiser.

It was not until we were ready to present a complete "merchandisable package" to an agency or an account that we began soliciting "prestige" business. When we were ready our prospective sponsors were quick to realize the potentialities of the market developed by IBC.

Today, time is at a premium through our outlets and it is not a matter of luck. We offer a product free of all rough edges. Thus with pardonable pride we point to the fact that in seven short years we have built a regular "circulation" of 3½ million Italian speaking people, working and making their home in this country's most productive areas.

International Broadcasting Corp. whose network consists of WOV and WBIL, New York, and WPEN, Philadelphia, is now feeding daily programs to 15 stations. The list includes:

WCOP, Boston; WNDC, New Britain; WELI, New Haven; WSPR, Springfield: WEVD, New York; WFAB, New York; WHOM, New Jersey; WABY, Albany; WEBR, Buffalo; WSYR, Syracuse; WLBY, Utica; WSAY, Rochester; WAAB, Boston; WICC, Bridgeport; WEAN, Providence.

Description of CKLW Is Protested by WXYZ

A COMPLAINT to the Canadian Broadcasting Corp. against the action of CKLW in describing itself as a "Windsor-Detroit" station, has been filed on behalf of WXYZ, Detroit, Michigan, network key station.

In a letter to the Canadian authority on Jan. 28, Alfons B. Landa, of the firm of Davis, Richburg, Beebe, Busick and Richardson, counsel for WXYZ, stated that it had been brought to their attention that CKLW was describing itself as "CKLW, Windsor-Detroit," in its advertising. "In view of the fact that CKLW is not a Detroit station," the letter stated, "it occurs to us that you may wish to take some action to correct their advertising."

In a reply dated Feb. 1, H. M. Stovin, supervisor of station relations of CBC, expressed thanks for having the matter brought to its attention. The WXYZ firm asked to be advised of any action.

T. C. DUNNINGTON, of the marketing and research department of Ruthrauff & Ryan, New York, has also been placed in charge of the agency's promotional and merchandising activities and will handle premiums, contests and similar merchandising.

G. B. McDermott Named KFH General Manager

Mr. McDermott

APPOINTMENT of G. B. McDermott, commercial manager of WMAQ and WENR, Chicago NBC outlets, as general manager of KFH, Wichita, was announced Feb. 7. He succeeds Cecil U. Price, who died in October. Since the death of Mr. Price, Russell (Fid) Lowe has been acting manager. He will remain as assistant to Mr. McDermott.

Mr. McDermott was with World Broadcasting System from 1930 to 1933 when he joined the sales staff of NBC. He was soon promoted to commercial manager of the two Chicago stations. While in that capacity, he inaugurated the national spot sales department of NBC in the Midwest. He is a graduate of Notre Dame and before going into radio was identified with motion pictures.

New Head of KXBY

RICHARD K. PHELPS, an assistant district attorney in Kansas City and a brother-in-law of Sam Pickard former CBS vice-president in charge of station relations, has been named general manager of First National Television, Kansas City school, and KXBY, the broadcasting station it operates. It is understood he has taken the post temporarily, filling in for Sidney Q. Noel, resigned. Mr. Noel has sold his 28% interest in the firm, leaving the Pickard interests in control. Arthur B. Church, president of KMBC, Kansas City, owns a minority interest.

Court on Discs

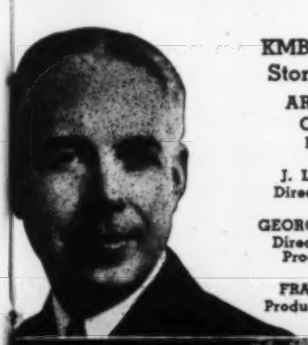
IRONIZED YEAST Co., Atlanta, sponsor of *Good Will Court* on Mutual and Inter-City networks, Sunday evenings, has transcriptions of half of the program on three stations. The show originates at WMCA, New York, and runs from 10 to 11. The Mutual stations, WOR, WLW, WGN, and CKLW, carry only the first half, a complete show in itself. WLW, however, takes the second half by WOR transcription, and broadcasts it on the following Saturday. Of the Inter-City stations, WDEL, Wilmington, and WRPO, Providence, take only the second half on Sundays, and the first half by transcription on Tuesdays and Thursdays respectively. Agency is Ruthrauff & Ryan Inc., New York.

Mormon Grant Favored

APPLICATION of the Church of Latter-Day Saints, Salt Lake City, for a new shortwave station has received a favorable report by Examiner Dalberg. The proposed station would use 50,000 watts or 6020, 9510, 11710, 15170 and 25675 kc. The Mormon church holds 636 shares of the Radio Service Corp., Salt Lake City, licensee of KSL and proposes to use KSL news services and program personnel for the new station. According to the report, applicant does not intend to utilize the station for religious purposes except for a small portion of its Sunday programs.

At-A-Glance Account of a
DRAMATIC SUCCESS STORY!

. . . a story headed "Achievement" in new program standards for radio . . . recorded in welcome black on the ledgers of advertisers . . . written by an alert staff of quick-thinking people . . . a story whose sequel is showmanship and modern merchandising. A "best seller" with two million loyal listeners in the KMBC Market, and on leading stations of the country!



KMBC Success Story Author:

ARTHUR B. CHURCH
President

J. LESLIE FOX
Director of Sales

GEORGE E. HALLEY
Director National Program Sales

FRAN HEYSER
Production Director

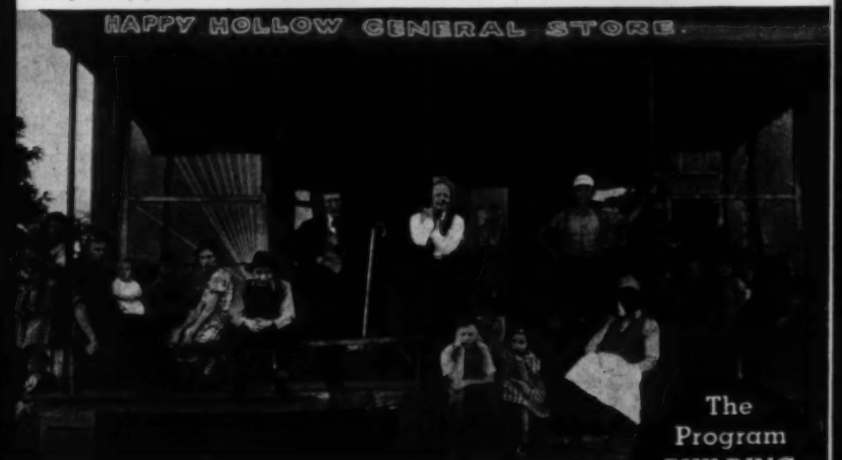
"PHENOMENON—Electrifying History" . . Starring Claude Rains, Hugh Conrad. World's most romantic adventure story, load-builder for power and light industry. Written and produced by KMBC staff members.

"TEX OWENS, The Texas Ranger"—Singing one-man show with more friends than any other living radio personality. Now in sixth year with same sponsor.

"TEXAS RANGERS"—Long time all-family favorites, now on coast-to-coast CBS network Sunday mornings. Songs the people love, folk music dear to the hearts of millions.

"LIFE ON RED HORSE RANCH"—Transcribed music-dramatic series with a record of two successful sponsorships behind it. A sure bet for the all-family audience.

"ACROSS THE BREAKFAST TABLE"—Early morning show that steals the audience for the sales story of any product the family buys. Twenty-six big weeks for Household Finance.



"HAPPY HOLLOW"—Always a first in the hearts of millions of listeners, for months top sustaining mail puller on CBS. A truly all-family program, one of the first of its kind, and still "first" in audience popularity.

KMBC

K M B C

OF KANSAS CITY

The Program BUILDING and TESTING Station

American Pickups By CBC Based on Merit of Programs

Brockington Says That Profit Motive Is Not Involved

By JAMES MONTAGNES

PROPOSALS made Feb. 8 by private Canadian broadcasters that the publicly-owned Canadian Broadcasting Corp. be displaced by an independent nation-wide network with license fees of $1 instead of $2.50, were met by government leaders in parliament with arguments that CBC was being attacked "not because it is a failure, but because it is a success."

C. D. Howe, minister of communications, defended the CBC against the charge that it was using too many U. S. programs and praised the calibre of American programs. He pointed out that of the 98 hours of network programs broadcast weekly on CBC only 8¾ hours of paid American advertising are carried. He said that 17½ hours of sustaining American programs are broadcast on CBC weekly and spoke highly of the operatic and symphonic programs that compose most of these hours.

Picking as an audience producer one of the American sponsored programs which have started another possible radio investigation in Canada, Chairman L. W. Brockington of Canadian Broadcasting Corp. followed Rudy Vallee's Royal Gelatine program Feb. 3, from Winnipeg, to tell Canadian listeners the whole story of the CBC. He told of its commercial plans for the present and the future, how it is attempting to set up a broadcasting service for all Canada, its financial difficulties and the reasons for a license fee increase.

Commercial revenue for the current fiscal year ending March 31 was set at $400,000, of which $120,000 comes from U. S. commercial network programs. Total revenue for the fiscal year is estimated at $2,365,000 as against $2,013,000 in the year 1936-37. A surplus was shown for last year and a surplus has been budgeted for the current fiscal year.

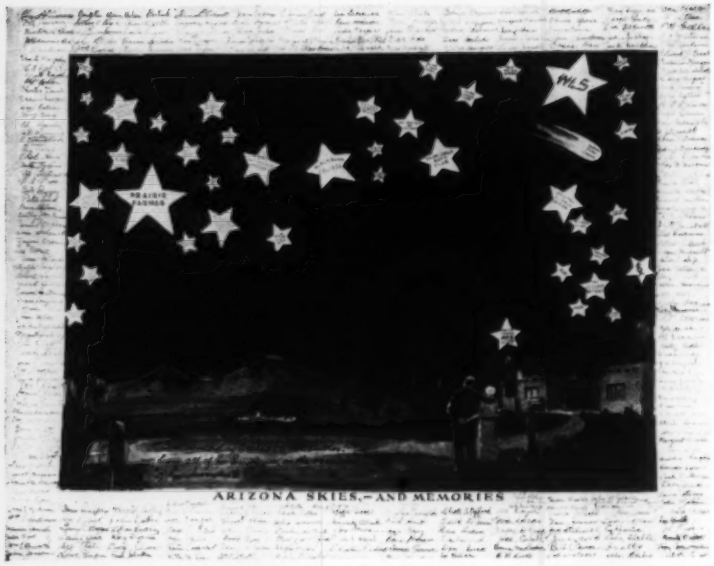
No Desire for Profit

The CBC, he stated, was not operated for profit, nor for loss. "Beyond the figure of $500,000 (a year) of commercial revenue from network and local stations, it is not the desire nor the intention of the corporation to go, and that only until we are self-supporting from other sources," he announced.

He stated that United States commercial programs placed on the CBC network of CBC-owned and private stations, were picked because of their popularity and entertainment value; that the CBC was not going wholly commercial, as shown by the fact that it had turned down $250,000 of United States commercial network business because entertainment value was not adequate; that programs going over the CBC from American advertisers were for products practically all of which are made in Canada and employing over 9,000 Canadians. He pointed out that contrary to rumor the CBC was not selling the Canadian air to United States advertisers at wholesale rates but at rates based on the same consideration as newspapers, rates which on a population percentage basis were higher than those in the United States. He considered an exaggeration the statement made by some antagonists of the CBC advertising policy that listening to Charlie McCarthy would Americanize the Canadian population. Canadian commercial network programs accounted for 3¼ hours weekly.

The increase in the listener license fee from $2 to $2.50 a year was necessary, he stated, because of additional expenses in connection with improvements, replacing of obsolete equipment and the building of two more 50,000-watt transmitters, one in the Maritimes and one on the Prairies. It is the policy of the government as recommended by various governmental commissions that the state own the high-power broadcast facilities to give adequate service not only to those in the cities, but also to those in the remote parts of the Dominion.

The talk, one of a series of "Chats to Listeners" by the CBC board of governors and executives, was induced by a campaign being waged by many daily newspapers, financial weeklies and other Canadian publications. Municipalities and the church have also stepped in to combat the CBC in recent weeks, and when Parliament opened Jan. 27 the advertising policy of the CBC came up early in debate. Typical was the remark of Douglas Ross, Toronto conservative (opposition) member who stated: "This (CBC advertising) has an adverse effect upon Canadian enterprise, through making the corporation's facilities available for American advertisers at rates which a commercial enterprise could not begin to consider . . . . . that some $200,000 of newspaper and periodical advertising had already been affected by the CBC's policy."



BURRIDGE BUTLER'S BIRTHDAY — This striking painting, bearing the signatures of every employe of WLS, KOY, the *Prairie Farmer* and associated enterprises, was presented to Burridge D. Butler, head of these businesses, on his seventieth birthday Feb. 5. Depicted are Mr. and Mrs. Butler at their Arizona ranch viewing a constellation of his achievements in publishing, radio and the many philanthropies which he has endowed modestly throughout his full life. The painting aptly bears the title "Arizona Skies,—And Memories."

BroadcastOperationsRun Third of RCA 1937 Gross

GROSS income of RCA from all its operations during 1937 amounted to $112,650,000 during 1937, compared to $101,186,300 in 1936, according to the annual statement to stockholders released Feb. 9 by David Sarnoff, president. While final audit is not yet complete, indicated net profit will amount to $9,000,000, an increase of approximately $2,844,100 over the preceding year. After allowing $3,230,000 to cover preferred dividends, earnings applicable to common stock are equal to 4½ cents per share.

While RCA does not break down the revenues of its component companies, the important place of its broadcast operations is indicated by the fact that NBC-Red represented $27,171,965 of its gross while NBC-Blue represented $11,479,321. This total of more than $35,000,000 includes network time sales only and excludes the revenues from the 18 NBC-owned, managed or leased stations. It is estimated that broadcast operations run well over one-third of RCA's gross revenues.

Hickock Oil on Discs

HICKOCK OIL Co., Toledo (gasoline), through Transair Inc., Chicago, on Feb. 14 started a five-weekly-quarter-hour transcribed educational adventure series, *Black Flame of the Amazon*, on 11 Midwestern stations. The series, featuring Harold Noice, explorer, was written and produced by J. B. Downie, with cutting by Aerogram Corp., Hollywood transcription concern. Sponsor has a three year option on the series and will add to the list. Stations are WXYZ, WOOD, WFDF, WJIM, WBCM, WGAR, WSPD, WJW, WKBN, WHBC, WIBM.

Newspaper-Radio Test in Portland

Interesting Demonstration of Two Mediums Is Provided

THE recent strike of printers in Portland, Ore., causing a suspension for about a week of newspaper publication and a reliance by the public on radio for its news, was called a "laboratory test" of the relationship of radio and newspapers in an editorial Jan. 22 in the *Portland Oregonian*, itself the operator of KGW and KEX in that city.

The result, said the newspaper, showed that the newspaper-radio argument should subside so far as Portland is concerned. "They are as complementary as the eyes and the ears in our heads," it stated.

"It was not entirely a complete test," according to the *Oregonian*, "because the radio stations of Portland, while they had an average of 36 news broadcasts a day during the period when the newspapers were suspended, did not extend and organize their news handling as they would have done if there had been reason to think the suspension would be permanent."

The newspaper went on to say that radio is "one dimension", the newspaper is "three dimensional," that radio has only length as against the length, breadth and thickness of the newspaper; and that radio lacks selectivity and the visual features.

"The radio has its own high services to perform," said the editorial, "in entertainment, advertisement and as a supplement to the newspapers in the handling of the news. The papers cannot bring to the world the voice of an Edward abdicating the throne of the United Kingdom, or of an American president chatting at the White House fireside. They cannot, as the radio can, drop headlines like bombshells into practically every home in the land instantaneously.

"Where the news is so important that everybody wants to know about it, and at once, the radio has become indispensable. But immediately news gets beyond those rare headlines in which everyone is interested, the human diversity comes into play, and there must be a medium which permits of such diversity.

"In the light of the laboratory test, the assumption that press and radio are in conflict should be forgotten. They are as complementary as the eyes and the ears in our heads."

In addition to the *Oregonian's* operation of KGW and KEX, the *Portland Oregon Journal* owns 31 1/3% interest in KALE and 25% in KOIN. The *Oregonian* stations subscribe to Transradio and INS news services while KALE and KOIN take INS. Station KXL, recently brought under the direction of T. W. Symons Jr., buys UP service and announced it had greatly expanded its news reports during the strike.

Camera Spot on Coast

UNIVERSAL Camera Corp., New York, in a West Coast campaign, on Feb. 6 started for 52 weeks a Sunday night quarter-hour news period on KNX, Hollywood. Agency is Franklin Bruck Adv. Corp., New York.

KGKO

FULL TIME NBC AFFILIATE

AFFILIATED FORT WORTH STAR-TELEGRAM

Will Cover Fort Worth and Dallas

WEST AND NORTH TEXAS

The Southwest's Greatest Market

AT ONE REGIONAL COST!

With Transmitter located MIDWAY BETWEEN FORT WORTH and DALLAS, KGKO will easily cover the SOUTHWEST'S GREATEST CONCENTRATION OF WEALTH, POPULATION, and RESOURCES.

3,078,558 PEOPLE

IN KGKO's PRIMARY DAYTIME AREA

READY MAY 1

CHOICE TIMES NOW BEING RESERVED

ADDRESS ALL INQUIRIES DIRECT TO STATION KGKO

570 KILOCYCLES - 5000 WATTS DAY - 1000 WATTS NIGHT

Address: KGKO, Fort Worth Star-Telegram Bldg., Fort Worth, Texas: Phone 3-1234

Amon G. Carter, Pres.: Harold V. Hough, Gen. Mgr.: D. A. Kahn, Bus. Mgr.

ASCAP Requests Wide Use of Index

Data Being Supplemented With Additional Information

WITH shipment Feb. 5 of the second installment of the ASCAP index of copyrighted musical compositions, E. C. Mills, chairman of ASCAP's Executive Committee, made a plea to stations not already having the gratis service to avail themselves of it for their own benefit.

Since the offer of the index last year designed ultimately to include 25,000 titles, some 200 stations have requested it. "At least 300 more stations should have this material and they should in their own interest, set up this index, properly housed and equipped in their studios," Mr. Mills asserted.

Preparatory to shipment of the second installment, Mr. Mills notified all licensed broadcasting stations of its availability and wrote James W. Baldwin, NAB managing director, regarding it. In his letter to Mr. Baldwin he said that for the sake of consistency, all broadcasters should equip themselves with the material. Declaring he realized that the first cost of the necessary filing cabinets and indexes might be a problem in certain cases, he added that there will finally be "no more valuable working tool in the program building department than the ASCAP index."

Will Add More Data

Mr. Mills said ASCAP is planning to add to the index a substantial amount of informative material other than that involved in connection with the checking of copyright ownership, licenses, etc. For instance, he said he had in mind the indexing of songs for special occasions, holidays, significant birthdays and national events. Unless a station starts now with the installation of the index, he said, when this material has been completed, it will be more difficult to buy the equipment and make the installation, whereas if the station starts now and "makes the preliminary plunge," subsequent additions can be made without much of a burden.

The second shipment included a box of 191 pages of listings, giving the name and addresses of music publishers in the United States as shown by ASCAP records and the records of the Copyright Office in Washington, along with 16 pages of restricted compositions, supplementing similar material sent with the first installment. A second box contained 662 pages of the supplementary index to be posted on 3x5 cards. Regarding the restricted compositions, Mr. Mills said he assumed that stations are keeping up-to-date the cards which cover such compositions, with proper notations made from time to time according to the circular letters sent out by ASCAP indicating the compositions removed from the restricted list.

In a letter to BROADCASTING in which he discussed the value of the index, Mr. Mills declared that before publicly performing a copyrighted musical composition, the obligation is upon the station to make a reasonable effort to ascertain the copyright ownership and see that the station has a license to perform the works. "We do not limit the index to works in ASCAP's repertoire," he said. "We are listing every musical composition, regardless of copyright ownership, just as rapidly as we can cover the information; and we are doing out best to accordingly index the actual copyright ownership and the performing rights society affiliation, if any, of the owner."

UP AND DOWN—Or the tall and short of it in this picture are (left) Jack Hopkins, manager of WJAX, Jacksonsville, who is (6 ft. 7 in.) discussing Florida radio with Norman MacKay, commercial manager, WQAM, Miami (5 ft., 6 in.).

IT WASN'T PAPA

FCC Official's Son Hears His Name on CBS

RADIO script writers may find it advantageous to commit to memory the names of all figures in public life, to avoid any happenstance references to them in scripts. Reason:

In the Rinso-sponsored *Big Town* serial over CBS Feb. 1, Edward G. Robinson, as the hard-bitten, anti-crime city editor, made reference to "Paul Walker", described as a small loan racketeer. It happens that one of the seven members of the FCC is Paul A. Walker. Mr. Walker's 13-year-old son, is said to have heard the program, and to have mentioned it to his father. It is reported, too, that he was chided a bit by schoolmates.

Next day, Commissioner Walker's office called CBS for the text of the script. The following day it was delivered. The whole incident, it is reported, was handled in good-natured fashion, with no thought of official action.

Incidentally, at the conclusion of each of the *Big Town* performances, CBS announces: "All the characters and all the places named in *Big Town* are fictitious. Any similarity to living persons or places is purely coincidental."

CRITICAL PASTOR RETRACTS

Baptist Cleric in Georgia Lambasts Radio But Later Says He Really Didn't Mean It

THE issue of commercial vs. non-commercial broadcasting inadvertently developed in Macon, Ga., last month after a church speaker over WMAZ who had been given free time had lambasted radio and called for Government ownership.

Dr. John R. Sampey, president of the Southern Baptist Convention and head of the Southern Baptist Seminary in Louisville, took radio to task as a "waster of time, not so much by broadcasting filth and dirt, but by sending out foolish, useless words only to advertise somebody's soap or toothpaste." He later in effect retracted this statement. Addressing the Georgia Baptist Sunday School convention, which WMAZ picked up, the minister held that not enough time is used to broadcast Christian sermons.

Mr. Cargill

Calling this statement "biting of the hand that furnished free radio time," E. K. Cargill, president-manager of WMAZ, immediately took up the issue, particularly after Macon and Atlanta newspapers had played it up. He brought out that the station had been requested to broadcast Dr. Sampey's address at no cost and that the station went to much trouble and time to make the necessary mechanical arrangements to pick it up.

"Of course," he said, "the station at all time is in accord with free speech but I don't think that Dr. Sampey used very good judgment in saying what he did. It very obviously shows that Dr. Sampey is not well acquainted with the fine work that radio is doing every day throughout the nation for religious, civic and educational organizations, as well as outstanding work for relief and charity.

"Evidently, Dr. Sampey does not realize that through the selling of toothpaste and soap by radio, as he puts it, that radio is able to exist and thereby make available such facilities as were tendered him. Radio is not ashamed of the products or firms it advertises over the air."

A Matter of Judgment

A few days after the incident, Dr. Sampey wrote Mr. Cargill that he did not know in advance that the address would be broadcast and as a consequence did not write his speech in full but used notes. He said it was not his intention to "single out the radio as failing us more than the movie, the automobile, the airplane, and other recent inventions." Adding he thought radio has wonderful possibilities, he said, however, that he wished the commercial element "might not play so large a part in what comes to us over the air."

"I regret that any sentence in my unwritten address should have seemed to lift into undue prominence any weakness of our radio programs. It would be more to my liking to express my warm appreciation of the many beautiful and inspiring things which come to us over the air."

New Musicians Contract Brings Marked Increase For Los Angeles Union

A MORE than 10% increase in employment of musicians by network stations in Los Angeles county has already resulted from the agreement with the American Federation of Musicians, according to Assemblyman Jack Tenney, president of Los Angeles Musicians Mutual Protective Assn. He pointed out that CBS, which owns and operates KNX, Hollywood, will expend approximately $150,000 during 1938 under the agreement. This includes an increase of $60,000 over 1937.

NBC's quota is $60,000 which is $12,000 more than last year. KFI-KECA, Los Angeles affiliates of NBC, which have installed a 13-piece orchestra directed by Earl Towner, ending a long battle, will spend $38,000. KHJ, Don Lee station in Los Angeles, has signed to increase employment by $11,000, making a total of $84,000 for 1938. KHJ has added a 75-piece orchestra as a weekly feature, inaugurating its first transcontinental Mutual network program on Feb. 10, with Elias Breeskin conducting.

Mr. Tenney said the total increase for network stations in Los Angeles county amounts to approximately $135,000. He explained that KFWB, Hollywood, a link in the California Radio System, had been conforming to the new scale for several weeks, before the ruling went into effect, and no increase is contemplated. The next step, he said, would be to contract the 11 independent stations, in Los Angeles county.

AFM Plans to Extend Contracts to Dominion

CANADIAN broadcasters this year will be asked to sign contracts with the Canadian locals of the American Federation of Musicians similar to those recently drawn up in the United States, according to W. M. Murdoch, head of the AFM in Canada, who told BROADCASTING that conversations to this end have started with NBC, CBS and MBS affiliations in Canada, will start soon with the Canadian Broadcasting Corporation, and after that with the remaining privately-owned stations in the Dominion.

All negotiations will take some time, and no definite date when all the contracts would be signed could be given, but all contracts would be retroactive to Jan. 17, 1938, when current contracts expired. Each local was to make its own arrangements. Few live talent musical shows are put on by stations outside of the big cities. Canadian locals are located in the following cities: Brantford, Calgary, Edmonton, Hamilton, Kitchener, Kingston, London, Montreal, Moose Jaw, Quebec, Regina, Saskatoon, Sault Ste. Marie, St. Catherines, St. John, Stratford, Toronto, Vancouver, Victoria, Windsor and Winnipeg.

ONE of the China war's "refugees" in January joined the expanded musical staff of KOIN, Portland, Ore. He is Elza Uhles, who was leading his own orchestra in Shanghai's Little Club until it was closed by the Sino-Japanese war. Leo Skipton, for six years with the Portland Symphony Orchestra, has also joined the KOIN staff.

Breaking GOOD NEWS

In a recent advertisement we promised an important announcement. Here it is!

Radio advertisers and advertising agencies have long been insistant that Associated expand its activities to produce individual programs for clients of the same High Quality that has made Associated Recorded Program Service and Associated Library "A" the "sterling" standard by which other recorded programs are judged.

Consequently we are happy to announce the construction of our own studios for individual program recording in the heart of New York's theatre district. We expect to be "open for business" not later than March 1.

Our main studio is 20 by 40 by 60 feet—sufficiently large to accommodate full orchestras or big performing units. On the second floor are several studios which may be used for smaller groups of musicians and dramatic productions. Naturally, all studios, cutting rooms, monitor rooms, and sponsors' audition chambers are built with the latest developments in acoustics and sound proofed and air conditioned throughout.

The engineering department will be under the direction of Mr. Gordon Jones, assisted by Messrs. H. Roberts, Jr. and F. J. Raufer. Mr. Gordon Jones, six years with Electrical Research Products, Inc., American Tel. & Tel., and Bell Laboratories; Mr. H. Roberts Jr., four years a mechanical expert with Bell Laboratories, pioneered on talking pictures, one year with Vitaphone and ten years with ERPI; Mr. F. J. Raufer, United Electric Light & Power, three years Bosch Magneto Co., eight years with ERPI, and recently transmission engineer with Muzak, Inc.

The recording equipment is especially designed for these studios and Associated will continue to operate under Electrical Research Products, Inc., license as well as under license agreement with Independent Research Service Co., Inc.

How best may we serve you?

The Aristocrat of the Turntable

ASSOCIATED
RECORDED PROGRAM
Service

ASSOCIATED MUSIC PUBLISHERS, INC., 25 WEST 45TH STREET, NEW YORK CITY

Retail Advantages Of Radio Outlined

NRDGA Told How Medium Can Help Clear the Shelves

RADIO and what it can do for the retailer were discussed by NBC's Maurice M. Boyd, station sales manager; Betty Goodwin, fashion editor; J. K. Mason, merchandising manager; and John Black, of *Textile World*, New York, at the sales promotion division of the National Retail Dry Goods Assn., meeting in New York Feb. 3.

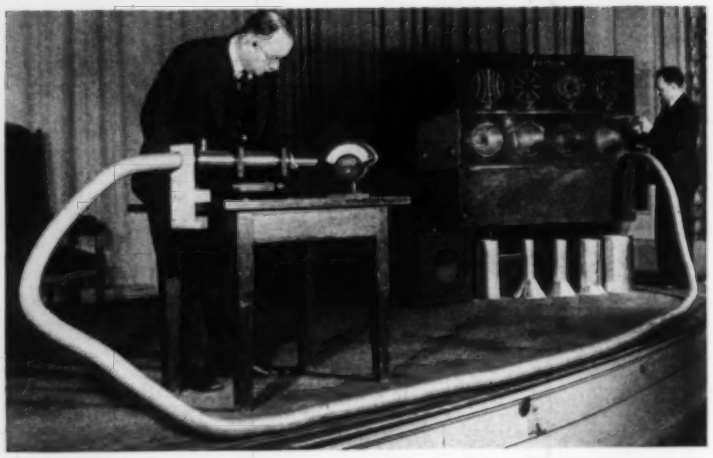
Mr. Boyd told his audience of the immediate acceptance given radio, and the results obtained from radio advertising in a few instances. As one of the latest success stories of obtaining distribution, in the retail field, he cited Adam Hats. "For years Adam Hats have been sponsoring prize-fights over small New York stations for their retail stores here. Their business on $2.95 hats grew to a point where they could launch a semi-national campaign late last fall. Haberdashery shops, men's stores throughout the country began writing in to know if they could take on their line because so many people asked for Adam Hats.

"At the start of their program on Nov. 26 they had 400 outlets, 350 in New York City, of which 75 were their own stores. The rest were agencies in the East. They had never had a traveling sales force, and by the third broadcast they had to organize a new department to handle requests from stores wanting to sell their hats. They had expressed a desire to obtain 250 new sales agencies by the end of January. In the middle of January they had added 250 agencies and are now adding them at the rate of 15 per day. They have increased their radio budget from 50% to 80% of the entire advertising appropriation."

Miss Goodwin told of the demand from fashion editors for photographs and descriptive material because of the great public interest in what radio stars wear. In summary, she said, "Radio serves fashion through its networks; through the prestige of its artists and through its cooperative service to magazine and newspaper fashion editors.

Mr. Mason told in some detail the experience of Meier & Frank, department store in Portland, Ore., conducting a "Radio Week." Thirty-one NBC-advertised products were featured in display windows and the stores daily radio programs were devoted to the event; two pages of newspaper tie-in copy were used. Approximate increases in sales were as follows: coffee and tea, 400%; foods, 300%; soaps and shampoos, 200%; drugs and toiletries, 100% each; tooth paste, 85%; floor wax, 66 2/3%; cigarettes and tobacco, 33 1/3%.

Speaking from the retailer's point of view, Mr. Black urged stores using radio to tie up their programs 100% with all other store promotion, to work closely with the sales promotion division of the station; not to buy coverage too far from the store; to coordinate its programs with the programs of the brands the store sells; to exploit fan mail; to put the store's personality and its executives, on the air; and to watch television, which "will bring the most powerful sales weapon we have ever known."



PIPED WAVES—Tiny electromagnetic waves were passed through this tube by George C. Southworth (left), research engineer of Bell Laboratories. The waves, so small that they approach light in size, are believed to offer vast communications possibilities.

ENERGY FLOWS THROUGH A PIPE

Bell Laboratories Shows How Pipe Could Replace Coaxial Cable for Television

POSSIBILITY of replacing the almost prohibitively expensive coaxial cable with a simple hollow metal pipe as a means of transmitting television signals from city to city was demonstrated on Feb. 2 by Dr. George C. Southworth of the Bell Telephone Laboratories at a meeting of the Institute of Radio Engineers in New York. Holding a receiver at the end of a long, flexible tube, Dr. Southworth showed that energy was flowing through the tube, no matter how it was bent. But when the tube was blocked the tone from the receiver stopped, showing that the signal actually was being guided through the tube and not flowing through the free space outside.

Difference in Waves

Standing in front of a blackboard, Dr. Southworth demonstrated by an electric probe that energy was coming through the blackboard at four different points. By moving the probe he was able to delineate the energy-areas and by holding up a reflector a foot or so away from the blackboard, he was able to set up standing waves. Measurements made on the spot showed that the wave length was about 20 centimeters, corresponding to a frequency of 1,500,000,000 cycles per second.

That the waves coming through the four different areas were not all alike was shown by two distinct methods. By the first of these, it was shown that certain of the waves would pass through relatively small pipes whereas others could be transmitted only through relatively large pipes. By the other method, the probe was held close to the blackboard and oriented into various positions to give maximum signal. A plot of these positions, drawn with chalk on the blackboard showed patterns of distinguishing characteristics. From one of these, for example, it could be deduced that if the wave were visible to the eye, it would look like a series of smoke rings blown from a pipe.

A striking demonstration was that in which Dr. Southworth held in front of one of the areas a brass grating perhaps an inch deep made of sheet brass strips on edge and spaced about an inch apart. In one position, this grating offered no barrier to the waves but if given a quarter turn it would almost completely suppress them.

To show how the waves could be transmitted over appreciable distances, Dr. Southworth had a flexible metal pipe some 25 feet long leading to a receiver on the opposite side of the platform. When the other end was plugged into the transmitter a strong tone was given off by the receiver.

To make the point that the waves demonstrated, while they originate with high frequency electric currents they are decidedly different from radio waves. Dr. Southworth showed that radio waves move with the velocity of light through free space. His "guided" waves, however, are constrained by a surface where the dielectric constant of any material differs from that of the surrounding air. Such a discontinuity would be found at the surface of glass, rubber or other insulating material. Dr. Southworth plugged a solid rod of rubber into his oscillator and showed that the waves followed it vigorously down to the end.

FCC Assignments

UNDER routine assignments for the month of February on the FCC, Commissioner Case has jurisdiction over routine broadcast applications and emergency broadcasting authorizations. Commissioner Brown is handling the motions docket and other legal formalities; Commissioner Craven, certificates of public convenience and necessity and wire extensions; Commissioner Walker, aviation, police, marine, geophysical, experimental and emergency radio-telegraph; Commissioner Sykes, tariffs, and Commissioner Payne, who left Washington Feb. 1 for Florida where he is expected to remain a month, Alaskan radio affairs.

Rep. Fish, Cut off Air, Repeats Speech in Studio

BROADCAST of Representative Hamilton Fish (R-N.Y.) from Carnegie Hall on Jan. 30 on WMCA, New York, was cut off the air at the request of his hosts when Communists in the audience took exception to his remarks. Speaking before the Non-Sectarian Anti-Nazi League, his topic "Persecution of Roumanian Jews," Rep. Fish denounced Communist as well as Nazi and Fascist dictators. A demonstration of boos and hisses resulted, and the League requested WMCA to discontinue the broadcast.

Donald Flamm, president of WMCA, wired Rep. Fish an invitation, which was accepted, to repeat his speech in the seclusion of the studio on Feb. 4. Mrs. Mark Harris, of the executive committee of the Non-Sectarian Anti-Nazi League, also wired the Congressman, apologizing for "the conduct of a few ill-mannered people in the audience."

Radio Commission Urged By Interests in Mexico

CREATION of a Radio Commission for Mexico, to regulate broadcasting as the FCC regulates it here, has been proposed to the Mexican government, and one of its first projects may be a requirement that all broadcasting stations reserve one hour each day for educational purposes. Radio is now regulated in Mexico by the Ministry of Communications.

Emilio Azcarraga, operator of the 50,000-watt XEW in Mexico City, which plans to use 250,000 watts, is opposing the one-hour-per-day proposal on the ground that radio "belongs to relaxation, not education." He asserted that the bill is the work of "fanatic politicians," and declared the "people resent being educated by radio because they consider broadcasting a medium for entertainment."

Sugar Firm to Expand

CALIFORNIA & Hawaiian Sugar Refining Corp., Chicago (C-H Sugar) has placed its account with H. W. Kastor & Sons Adv. Co., Chicago. Its program of recorded interviews with women in stores, played back over WJJD, Chicago, a few hours later, has been so successful that the firm plans to start similar programs on five other stations in all parts of the country.

AT&T Spots on WMAS

AMERICAN Telephone & Telegraph Co., New York, is sponsoring a test campaign on its long distance service, on WMAS, Springfield, Mass. Eighteen programs a week are broadcast, one 50-word announcement, one 100-word announcement, and one five-minute drama daily. Agency is N. W. Ayer & Son, New York.

Test by Firex

STANDARD FIREX Co., Los Angeles, manufacturers and distributors of fire extinguishers, new to radio, and placing direct, on Jan. 31 started a three-week test campaign on KMPC, Beverly Hills, Cal., using a daily quarter-hour noon news broadcast, with Baron von Egidy as commentator.

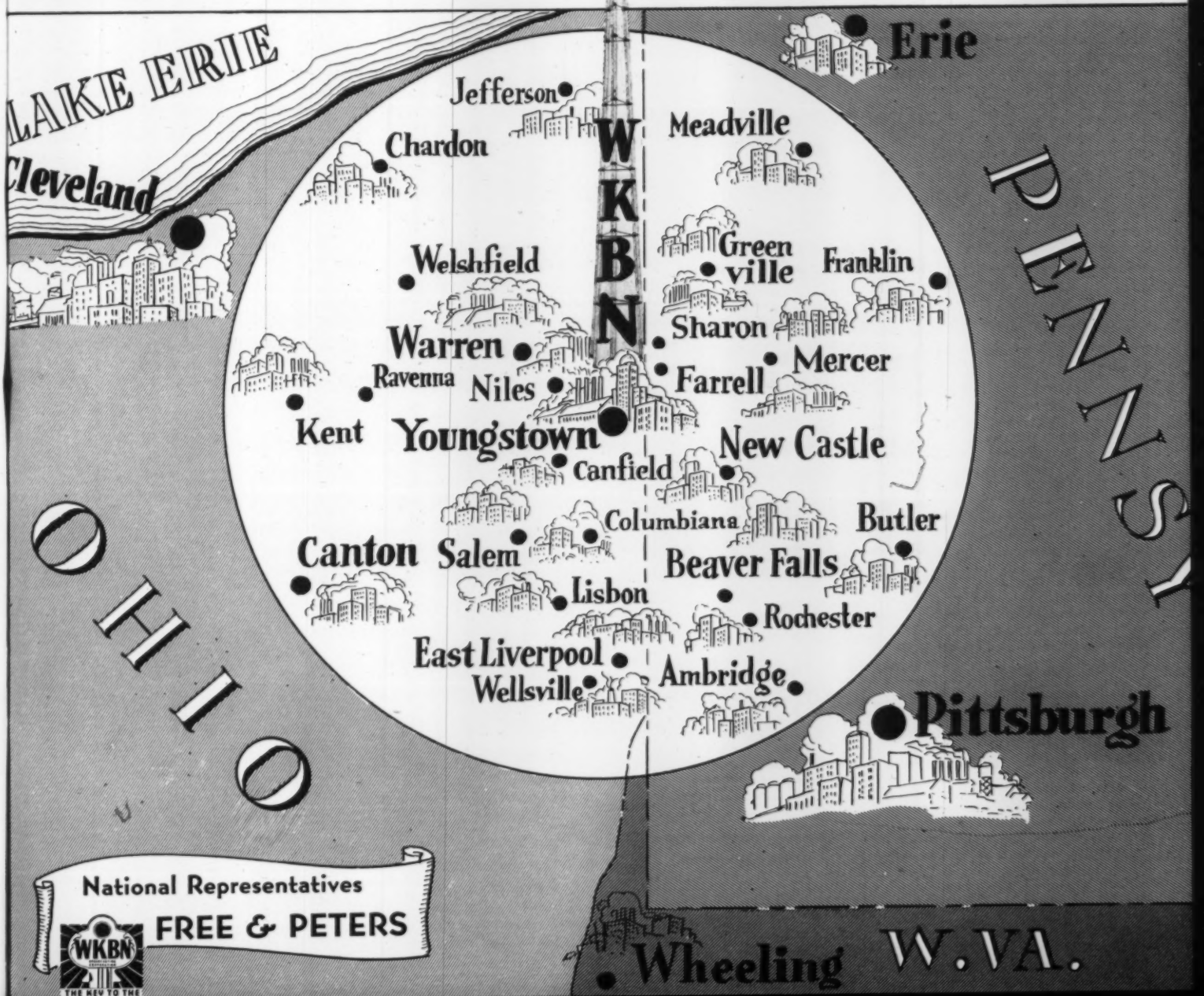
The New WKBN

★WKBN—about two months ago—finished its Big 1937 Expansion Program. A complete new transmitting plant and 350 ft. vertical radiator—representing the latest advancements in radio engineering—are now in operation.

WKBN, with its former facilities, DOMINATED its Primary Market (shown on the map below) with the strength of its signal. THAT SIGNAL STRENGTH IS NOW THREE TIMES STRONGER THAN BEFORE!

★WKBN, with its old facilities, was POPULAR for the clearness of its programs and its freedom from fading and distortion. THAT STEADY STRENGTH AND CLEARNESS IS NOW GREATER THAN EVER and EXTENDS OVER A GREATER AREA.

To get the ear of this huge market representing WKBN's primary coverage—the great Mahoning Valley, 100 miles wide, incorporating 57 towns and 900,000 potential purchasers of your product—YOU MUST HAVE WKBN!



National Representatives
FREE & PETERS

WKBN
THE KEY TO THE YOUNGSTOWN MARKET

WKBN BROADCASTING CORPORATION · YOUNGSTOWN, OHIO
Member Columbia Broadcasting System and Buckeye Network

A Detroit Bank's Pronounced Success

Hometown Broadcasts Bring Customers And Good Will

(*Continued from Page 30*)

printing which is already exhausted.

Successful pioneering is liable to make one bold and so the Industrial Morris Plan Bank dared to enter the much disputed field of educational radio and sponsored a program on proper pronunciation. Radio critics in no uncertain terms deprecated the idea of trying to educate the public stating that dials would be switched to other stations. Their predictions became more alarming when they learned we were taking time Sunday afternoons, and a half-hour at that.

We at the bank were conscious of the new national emphasis on speech. Talking pictures and radio plus the fortunate death of the old elecutionists set the stage for a new program. We believed the public was ready and the time was ripe.

The program, which was a nice blend of entertainment and education, started to click immediately. Once again telephone calls, letters and cards galore came to give the stamp of approval to the step the Industrial Morris Plan Bank had taken in the field of educational radio. Especially surprising was the wide range of interest evidenced. Letters were received from the Gold Coast district to the poorer sections of the city, from adults and from children, from staid business men and seventh graders. The range of appeal was complete.

Twisters of the Tongue

In conjunction with the *Pronounce It* program the bank issued a little four-page paper called *Pronunciation News*. This paper was sent free of charge to all requesting it. In time this group came to be known as the Industrial Morris Plan Bank's "Pronunciation Family". *Pronunciation News* contained a word-a-day list, items concerning speech, a list of "daffynitions" (a high-brow is one who has been educated beyond his intelligence) the origin of words or phrases, word tests, etc.,—and to be sure, the bank's ad on the back of each copy. In fact, the interest grew until the bank decided to pioneer another educational event—a public contest in pronunciation—or to use the word coined, Pronounce-a-down. It was the first contest of its kind to be held in the country. Here again the bank's advertising department ran into a deluge of "it can't be done."

Now, it doesn't take a master mind to realize that in the lives of most people speech is a mighty important factor. Compared to pronunciation, spelling is a lost art. Millions talk where hundreds write. Why not a contest which would emphasize the importance of pronunciation?

All this preliminary discussion occurred a year ago. Today we have completed our second Pronounce-a-down which was an enlargement of our first successful contest. These contests are open to five groups: grade school children, high school and college students, those 70 years of age and over (an 80-year-old woman won the open class last year), and a division known as the open class with anyone 21 years or older and a resident of Michigan eligible.

To show the popularity of this contest I have only to state that in the open class over 40 different trades and occupations were represented. There were housewives, embalmer's assistant, a policeman, nurse, photographer, retired business man, cosmetists, stenographers, welfare workers, dentist, radio announcer—and a host of other representatives.

The bank offered prizes totaling $1,000 and ranging from $100 to $25 to winners in each division. The contest was held in conjunction with the Annual Detroit-Michigan Exposition running in Convention Hall. Eliminations reduced the contestants to groups of 15. Before an audience of 5,000 the contestants passed before a microphone, looked at the word held before them and gave the pronunciation. Prof. G. E. Densmore of the University of Michigan, critic-judge of the contest, ruled as to whether or not the pronunciation was correct. Webster's Intercollegiate Dictionary, 5th Edition, was used as the authority. The audience was supplied with word lists so they might follow the contest more closely. The word programs were distributed after the contestants were on the stage.

Since the first Pronounce-a-down many others interested in the event have written to the bank requesting further details. Some have asked that E. A. McFaul, our commentator, who is conductor of the Pronounce-a-down come to their city and aid in the organization of a similar contest. He has also been asked to make program records for other commercial accounts. Mutual network is considering the show for national consumption.

In the Pronounce-a-down the Industrial Morris Plan Bank pioneered an educational contest unique in form, acceptable to the public and acclaimed by educators everywhere as an ideal combination of education and entertainment.

The fact that an audience of 25,000 people (five nights and an attendance of 5,000 each night) witnessed the contest makes the direct publicity value self-evident. This type of publicity is especially valuable because industrial banking differs from commercial banking in that it caters to the masses. An industrial bank, by its very name, is a bank for all the people.

Easy Commercials

Up to this point, we have not mentioned the word "commercial" as a specific factor in these broadcasts. It is our belief that the strictly commercial part of any radio program should be geared directly to the subject at hand. We spend a great deal of time and thought in getting the commercial to "flow" from the broadcast as a continuation of the general theme. There are those who pay little attention to their commercial message even going so far as to write one commercial and allow it to remain through 13 weeks of broadcasting. The president of the Industrial Morris Plan Bank sits in on each reading of the commercial and makes valuable suggestions concerning the bank's policies and the psychological tone of the commercial itself.

Since the series *Little Known Facts* and *Pronounce It* have been launched, Mr. McFaul has been speaking every week before various service clubs among which are the Adcraft, Kiwanis, Lions, Optimists, Credit men, as well as school and church groups. All of which fits into our thought that a radio program should go beyond the actual broadcast and lend itself to some phase of audience contact. In other words—no ramifications—no program (see chart).

As a further follow-up, whenever a broadcast was given we called those who had a direct interest, invited them to tune in and later sent them a copy of the broadcast.

So runs the story of our pioneering efforts in the field of educational radio. Will they work in your case? That isn't for us to say. We only know the ideas presented in this article have worked out admirably for us in the face of expert opinion to the contrary. We are used to pioneering. Our bank was the first to pioneer industrial bank loans and the first bank in the country to accept automobiles as bank collateral.

Our advertising department now includes a full-time radio program director who is responsible for the gathering and presentation of all material used in our broadcasts. Education in radio has been declared a dangerous move for commercial accounts. We do not agree with these warnings—providing the materials are presented in the right manner and are written entertainingly and from the human interest standpoint. Composition of material is one thing and presentation is another. Both must be of high quality. We believe this is the reason so many of the radio activities of the Detroit Industrial Morris Plan Bank have been so widely copied in all parts of the country.

Supreme Court of the Make Believe Ballroom,

Borough of MANHATTAN — *NINTH District*

MARTIN BLOCK Of WNEW — *Invitor*

vs.

Martin Codel — *Invitee*

Invitor's Address, 501 Madison Avenue City of New York Manhattan

To the above named Invitee

You are hereby Summoned, to appear in this action at the Make Believe Ballroom's Third Anniversary Party, at the Studios of Radio Station **WNEW,** 501 Madison Avenue, in the borough of Manhattan, in the City of New York, on Friday Evening, on the 4th day of February, 1938, at 4:30 PM.

In case of your failure to appear . . . HEAVEN HELP YOU!

Dated, New York City, the day of , 1938.

RADIO STATION **WNEW**
Attorney for Martin Block,
Office and Post Office Address,
501 Madison Avenue
Borough of Manhattan, New York City.

Invitee's Address

A Summons to Listeners From WNEW, New York

Shifts by Camel

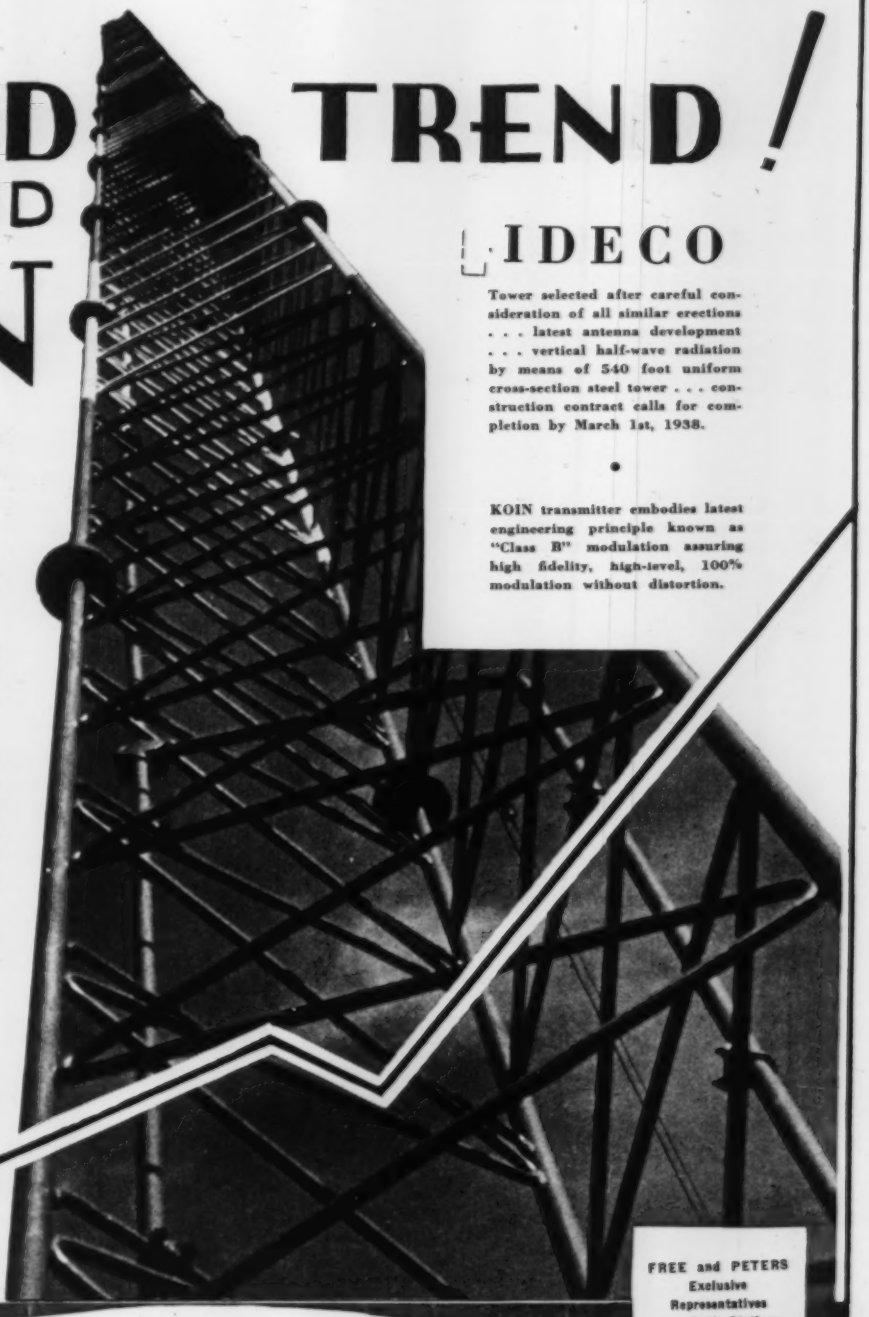
R. J. REYNOLDS Tobacco Co., Winston-Salem, N. C. (Camel cigarettes), on March 28 will start sponsorship of Eddie Cantor, to be heard Mondays at 7:30-8 p. m. on CBS. On March 22 the current Camel program of Jack Oakie on CBS will be dropped. Benny Goodman will continue for Camel on Tuesdays at 9:30-10 p. m., moving back a half-hour into the spot now occupied by Jack Oakie. The Monday 7:30-8 period on CBS is now unsponsored for the first half, and *Boake Carter* for Philco is heard at 7:45-8. Carter on Feb. 28 starts for General Foods Mondays through Fridays at 6:30-6:45. Texaxo, Cantor's present sponsor, will put a new show in its Wednesday night period. In that connection, Louis Witten, vice-president in charge of radio of the agency, Buchanan & Co., left early in February for the West Coast where he will remain until March 1. The Camel agency is Wm. Esty & Co., New York.

Cinco Returns

WEBSTER-EISENLOHR, Inc. New York (Cinco cigars) on Feb. 7 resumed spot broadcasting with daily time signal announcements on WJSV, Washington, and WCAU, Philadelphia. Agency is N. W. Ayer & Son, Philadelphia.

LIGGETT & MYERS Tobacco Co., New York (Chesterfield cigarettes), is discussing an NBC show to start in April. Agency is Newell-Emmett, New York.

THE SKYWARD TREND!
in PORTLAND
KOIN



IDECO

Tower selected after careful consideration of all similar erections . . . latest antenna development . . . vertical half-wave radiation by means of 540 foot uniform cross-section steel tower . . . construction contract calls for completion by March 1st, 1938.

•

KOIN transmitter embodies latest engineering principle known as "Class B" modulation assuring high fidelity, high-level, 100% modulation without distortion.

erects new antenna . . . while the sales volumes of its advertisers go skyward, too! KOIN is . . .

. . . the only Columbia Broadcasting System outlet for Oregon and southern Washington.

. . . one of the few stations in the United States that so completely caters to listeners as to refuse all spot medical advertising.

. . . the station that builds prestige and friends thru consistent public relations activities. For example, KOIN's Art Kirkham, one of the foremost air personalities of the West, has in 3 seasons personally addressed 34,000 people in 180 meetings.

. . . the station that has the largest musical, vocal and production staff in the Pacific Northwest.

. . . first in showmanship.

. . . first in volume of local business.

. . . *first advertising "buy" in the Oregon market.*

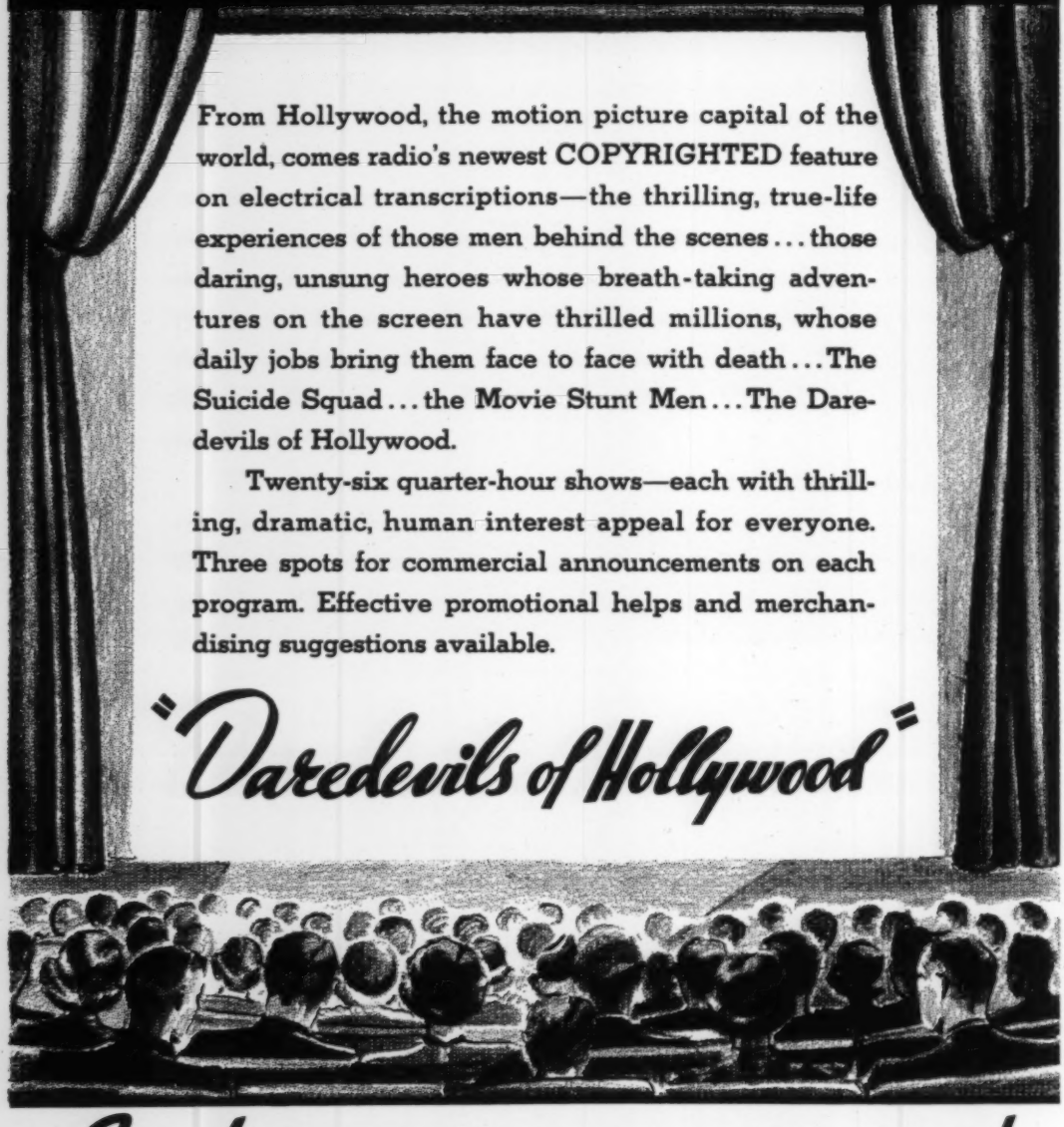
FREE and PETERS
Exclusive
Representatives
For Both Stations

KALE • • • •

. . . Portland outlet for the Mutual Broadcasting System.
. . . operated on the same policies and with the same high standard of efficiency as KOIN.
. . . Antenna is Blaw-Knox ¼ wave vertical radiator. Transmitter same type as described above for KOIN.
. . . In addition to MBS attractions and excellent local productions, added audience is gained from such famous transcribed programs as "Orphan Annie" and "Jack Armstrong".

Dollar for dollar, KALE is unexcelled as a medium to reach the Portland Metropolitan and suburban territory.

This year's FEATURE PROGRAM



From Hollywood, the motion picture capital of the world, comes radio's newest COPYRIGHTED feature on electrical transcriptions—the thrilling, true-life experiences of those men behind the scenes... those daring, unsung heroes whose breath-taking adventures on the screen have thrilled millions, whose daily jobs bring them face to face with death... The Suicide Squad... the Movie Stunt Men... The Daredevils of Hollywood.

Twenty-six quarter-hour shows—each with thrilling, dramatic, human interest appeal for everyone. Three spots for commercial announcements on each program. Effective promotional helps and merchandising suggestions available.

"Daredevils of Hollywood"

Send FOR AUDITION RECORDS NOW!

GENTLEMEN: Send me 2 audition programs of "Daredevils of Hollywood" for which I will deposit $3.00. It is understood deposit paid will be refunded upon return of records prepaid within 30 days.

FIRM NAME_____ ATTENTION OF_____

ADDRESS_____

CITY_____ STATE_____

RADIO PROGRAMS DIVISION WALTER BIDDICK CO.
568 CHAMBER OF COMMERCE BLDG., LOS ANGELES, CALIFORNIA

Daily Use of Sets Growing Steadily

Craven Says Public Will Not Tolerate Bad Programming

DAILY use of radio sets is steadily increasing, so that the average for all sets in use is in excess of four hours each day, FCC Commissioner T. A. M. Craven told a nationwide CBS radio audience Feb. 5.

In discussing his recent report on social and economic factors of broadcasting [BROADCASTING, Feb. 1] Comdr. Craven reiterated his views about supremacy of American broadcasting, but also delved into program content, which he did not cover in his report. It was his first microphone appearance, although he has spent a quarter century in radio and wireless communications.

Not an Apology

Asserting that the endorsement of the present system by the Engineering Department was not "in the nature of an apologetic justification", Commissioner Craven said:

"I am certain that most people will agree that a critical audience is the best assurance of continuously improving radio programs. Broadcasters and sponsors will not, and under a competitive system they cannot, long tolerate a type of program that does not win public acceptance. And for my part, I would prefer to entrust this progressive improvement to the collective judgment of the great mass of radio listeners rather than undertake to authorize any governmental agency to lay down fixed and rigid requirements of program content."

Pointing out that progressive broadcasters already have recognized the advantages of limiting advertising content as to time and writing sales messages in a manner which brings results to the advertiser without irking the listener. Craven said all broadcasters would do well to emulate such standards. He added he believed it the function of broadcasters, with the help and advice of government to pioneer the new and undeveloped potentialities of the use of radio "as an instrument of public benefit even as they have blazed the trail in its scientific and physical development".

Commenting on criticism of networks, he said that while "there is need for improvement", he felt that networks perform a sound and essential method of program distribution in our broadcast structure. Charges of "monopoly", "favoritism" and "abuse", made against radio, result largely from misinformation, he said, adding that the report was not designed to answer any of these charges, but was intended to organize, in an objective manner, available data as a guide to formulating conclusions.

Admitting that much of the information is inadequate, he concluded that it was learned that there is "no dogmatic formula upon which to build intelligent progress."

GLEN BUCK, head of the Chicago advertising agency bearing his name, died in Chicago on Feb. 2 at the age of 61.

CLIFFORD B. REEVES, service director of Doremus & Co., New York agency, since 1933, has been elected a vice-president and director.

PIONEER OF THE AIR

FOUNDED IN 1919, the Radio Corporation of America has completed 18 years of pioneering effort to develop and improve the uses of radio.

Starting "from scratch," RCA has created a world-wide communications system with direct circuits between the United States and 42 foreign countries, and with ships at sea. It has created a nation-wide broadcasting system of endless cultural possibilities, now rapidly expanding its services by short-wave to all the world. It has created essential instruments for the radio transmission and reception of sound, of code messages, and of facsimile reproductions, and for the recording and reproduction of sound on records and on motion picture film. It has created countless radio devices indispensable to modern science, industry, medicine, telephony, and public safety. It has created the basis for a system of electronic television, forecasting the day when radio sight, added to sound, will perform a useful public service.

Today the Radio Corporation of America is owned by nearly a quarter of a million stockholders in 48 states. No one person owns as much as ½ of 1% of its stock. Achievements of the past 18 years are a tribute to the American tradition of service in the public interest through private initiative and ownership.

RCA presents the "Magic Key" every Sunday, 2 to 3 P. M., E. S. T., on NBC Blue Network.

RCA

RADIO CORPORATION OF AMERICA

RADIO CITY • NEW YORK, U. S. A.

NATIONAL BROADCASTING COMPANY • RCA MANUFACTURING COMPANY, INC.
RCA COMMUNICATIONS, INC. • RCA INSTITUTES, INC. • RADIOMARINE CORP. OF AMERICA

Radio Composition

ONE of the first commissions to compose music especially for radio has been given Carlos Chavez, distinguished Mexican composer, by Samuel R. Rosenblum, president of WFIL, Philadelphia, and vice-president of the Philadelphia Orchestra Association. Mr. Chavez will write a harp concerto for microphone pickup and scored for a small orchestra within the means of the average station. The work will be done during 1938 and is expected to have its premiere next season on one of the networks.

Pattern Spots

PICTORIAL REVIEW Pattern Co., New York, in connection with a series of monthly contests, is preparing commercials for stores throughout the country to use on their local radio programs. Agency in charge is Franklin Bruck Adv. Corp., New York.

WHEN STUDENTS TAKE THE AIR

KTSA Run for a Day by High School Pupils, Who Have a Good Time Along With the Audience

Can high school students run a radio station? San Antonio says yes, for every year a high school runs KTSA for a day. This year it was Thomas Jefferson High School, with pupils in charge of Ximena J. Wolf, a student of the summer university classes conducted in Texas by B. H. Darrow, educational director of WBEN, Buffalo, and founder of the Ohio School of the Air. One of Miss Wolf's 75 radio pupils describes students day at KTSA.

By MENDEZ MARKS, Jr.
Thomas Jefferson High School
San Antonio

QUIET! A hushed whisper, a hurried glance. Thomas Jefferson High School is on the air!

A student announcer makes public the fact. Student performers stand nervously near the mike attempting to look nonchalant. Student salesmen, student continuity writers, student managers and secretaries and office boys had worked two days in advance that Thomas Jefferson might go over the ether.

For the past two years San Antonio, Texas, has had what is officially known as "High School Take-Over Day." On this occasion high school students of the city are permitted to operate KTSA in its entirety. School work is temporarily interrupted and education through experience is the experiment of the day, that the field of radio may be investigated.

Two days before, high school salesmen had gone to the station ambitious and excited. They had obtained official blanks for selling "commercials" and had gone out over the city in search of advertisers for the one-day venture. They had no memorized sales talk, no practised campaign. They returned for lunch weary, smiling, with enough 50-word and 30-word spots to insure a successful broadcast schedule.

STUDENTS—Of San Antonio high schools run the station for a day every year. This time the station was directed by Thomas Jefferson High School.

The following day came the continuity writers chosen from the journalism department, who wrote copy for the commercials sold the day before. Thirty-word gems, 50-word masterpieces, such phrases as "It will pay *you* to pay *them*" things only a high school scholar could think of, turned the regular continuity writers from amusement to amazement.

Try-outs for announcers were held the evening before "the big day." Would-be Jimmy Wallingtons were given something to read, then graded and chosen. Continuity was written and waiting to be read. Announcers were picked. And "Take-Over Day" for KTSA and Thomas Jefferson High School drew closer.

Came the day, came the hour, came the minute, came the performers to sing, to dance, to act as Jefferson's contribution to etherized entertainment. News flashes were flashed by flashy youngsters. School girls gave "Hints to Women." Faces shown with the exicted contentment of proud, dancing eyes. Hearts beat very fast but very silently . . . for Thomas Jefferson High School was on the air!

Heck . . .

Timbuctoo Hasn't Yet Reported on reception from KFYR's new 704 foot Vertical Radiator.

But why worry about that

New found friends reporting excellent reception, both day and night, proves greatly increased coverage.

Watch for new field intensity survey

KFYR

Bismarck, N. Dakota

GENE FURGASON & CO., National Representatives

Symphony Group Plans Radio Appreciation Body

TO MEET increased appreciation of classical music by radio listeners, members of the Philharmonic Symphony Society met in New York early this month and formed the Philharmonic Symphony League. Membership in the league is open to any one interested in the development of good music and the league's immediate goal is 10,000 members.

An annual fee of $10 will include one or more private concerts each season, lectures on the orchestra and its repertoire, private recordings not to be sold publicly, tickets for one of the Sunday afternoon subscription concerts, six monthly bulletins containing advance program listings and news of music.

Deems Taylor, musical consultant of CBS, spoke to the league and emphasized the importance of radio in music, pointed to the growth of musical appreciation in America resulting from radio and praised the merits of the Philharmonic Society.

Modern Engineering

Amperex tubes are not fashioned along design and engineering principles of a previous decade.

Independent research and experiment has resulted in the application of new engineering principles and an advanced concept of vacuum tube mathematics, to the design of the exclusive Amperex types, and to the redesigning of the older models.

The unquestioned leadership of Amperex in the design and production of U.H.F. tubes such as the HF 100, 200, 300, 849H, the popularity of the redesigned older models and the wide acceptance of the newly designed water-cooled line, containing structural and design improvements and refinements which enhance their efficiency and increase their longevity, are mainly due to this modern engineering.

AMPEREX ELECTRONIC PRODUCTS, Inc.

79 WASHINGTON STREET BROOKLYN, NEW YORK

All for the

For the want of a nail the shoe was lost,
For the want of a shoe the horse was lost,
For the want of a horse the rider was lost,
For the want of a rider the battle was lost,
For the want of a battle the kingdom was lost,
And all for the want of a horseshoe nail.
. . Poor Richard's Almanac

TRANSCRIPTIONS may well be the point at which your radio campaign is won, or lost! Your transcriptions definitely affect the value of every dollar you spend on time, talent and advertising brains. No matter how you plan your radio campaign, recording costs represent only a small percentage of your total expenditure. That is why WORLD says, "It's false economy to buy anything less than the best!"

Tops in transcriptions is the *Vertical-Cut* Wide Range recording produced only by WORLD, at Transcription Headquarters. Back of this amazing method* stand years of research by the scientists of Bell Laboratories, the engineering genius of Western Electric Company, and the unequalled experience of World Broadcasting System in the highly specialized art of radio recording.

120 advertisers in 1937 bought more than 30,000 hours on 485 stations to broadcast their WORLD recorded programs. This time was valued at more than $10,000,000. As of

ne want of a horseshoe

NAIL

February 1, 1938, over 450 stations (437 in U. S. and Canada) had installed special equipment to broadcast WORLD'S *Vertical-Cut* programs.

Insist on WORLD *Vertical-Cut* for your program, and you can be sure that you have done everything possible to protect your radio investment. WORLD'S *Vertical-Cut* Wide Range quality is your radio-advertising insurance!

. . .

*** "Hearing is believing!" An audition at any WORLD office, or any WORLD-affiliated station, will prove to you that there's nothing else on the air to compare with the beauty and realism of *Vertical-Cut* recording and reproduction.**

WORLD BROADCASTING SYSTEM

Transcription Headquarters

ATLANTA · CHICAGO · NEW YORK · HOLLYWOOD · SAN FRANCISCO · WASHINGTON

XUM

LET'S LOOK AT
THE RECORD!

■ A familiar and adequate phrase—its meaning is exact. That's what an SRC record is—*exact*—in every detail: be it a Symphonic Orchestra or a Swing Band, the whisper of Violins or the blare of Trumpets, it is there engraved upon a record.

WE know and concede that the subject of recording and methods of such are of a controversial nature; however, we contend that results are the only proof that can determine the merits of any method.

The COMPARISON TEST is our proof. SOUND REPRODUCTIONS CORPORATION, in competition with other leading transcription companies, has never lost a job. Quality is our best salesman.

SOUND REPRODUCTIONS CORP.

17 WEST 46th STREET NEW YORK CITY

BRyant 9-8265

BOYHOOD PALS—When Robert H. Jackson (right), of Jamestown, N. Y., incoming Solicitor General of the U. S., visited Syracuse Jan. 28 to address the New York State Press Association, it was only logical that he should be greeted by Col. Harry S. Wilder, boyhood friend and owner of WSYR, and of WJTN, Jamestown. He was tendered a reception before the press banquet by Col. Wilder, and his talk was carried over WSYR. A strong booster of radio, the new Solicitor General speaks over WJTN several times a year. The "General" and the "Colonel" are about the same age and have children of the same age.

General Mills Shifts

GENERAL MILLS Inc., Minneapolis, on March 7 will substitute *Valiant Lady*, successfully tested on WGN, Chicago, for two months, for *Hollywood in Person*, quarter-hour program on the General Mills' CBS show five mornings weekly. *Valiant Lady*, written by Sandra Michael, wife of J. E. Giebich, radio director of the Cramer-Krasselt Co., Milwaukee, and starring Joan Blaine and Francis X. Bushman, will originate in Chicago. Knox-Reeves Adv. Inc., Minneapolis, handles the account.

Silver Fox Broadcast

AUCTION of 30,000 fox pelts at the Fromm Ranch in Hamburg, Wisc., was to be broadcast from Feb. 14 through Feb. 18 on a seven-station Wisconsin-Minnesota network. Buyers from fur houses all over the world attend the annual Fromm silver fox auction and after three years on the air it has come to be an important special events broadcast. Stations are: WSAU, Wausau; WHBY, Green Bay; KFIZ, Fon du Lac; WEAU, Eau Claire; WJMS, Ironwood; WIBA, Madison, and KSTP, St. Paul.

New Labor Discs

A MONTHLY series of quarter-hour transcriptions titled *Labor Parade* has been started by the American Federation of Labor, for distribution to local unions which place them on stations in their territory, both sponsored and on donated time. Chester Wright, commentator, discusses labor problems. The frequency of the series may be increased to a weekly basis. Radio-scriptions Inc., Washington, is doing the recording.

STAR RADIO PROGRAMS Inc., New York, has signed All-Canada Radio Facilities Ltd., as exclusive representative in Canada.

Guestitorial

Urges Boycott of Recordings

By LEON LLOYD
Chief Operator, KGHI, Little Rock, Ark.

First of all, let me say that the opinions expressed in this statement are in no way those of any station with which I may have been or may be employed, but are purely my personal opinions derived from my experience through working at many stations, network and strictly local.

The situation on which I would like to express my opinion is that of RCA-Victor's intention of preventing playing of their phonograph records by radio stations. And in that connection we would like to call attention to the fact that RCA by so doing will harm its own record sales. The situation is not very different from the one that came up when Warner Bros. tried to prevent playing of their music, without additional copyright fees. Broadcasters won then and they can now.

If radio stations will carefully exclude all RCA Victor and Bluebird records from their programs, and adhere to this ruling strictly the records will find themselves in the same place as Warner Bros. music, unknown and unwanted by people who enjoy music, listen to the radio and *buy* records.

We distinctly recall that it was only a few years ago, that sales of phonograph records went to nothing. . . then broadcasters began to publicize and play records, and everyone in the music industry began to admit that broadcasting was the best hypo that had ever been shot into the bloodstream of dying record sales.

And there's a story of local sales that can be told by many record dealers and small broadcasters, of a particular recording of some old, half-forgotten melody made popular over the local air channels, and enjoying a worthwhile local sale—something that would never have happened had the local station not played records. If other recording companies fail to follow suit in this RCA move, they will find their records enjoying better sales, their artists growing steadily in popularity.

It is hard to discern at this distance, just what intentions may be back of this movement to control completely the radio performance of the 78 rpm records. If it is motivated by a desire to work out a special licensing arrangement between recording companies and broadcasters to end suits by artists, copyright holders, etc. . . then its a good thing. But if it is just another stunt to get money from broadcasters without making any return, millions of listeners won't like it . . . and they'll show it by the way they buy their records.

Two Sides to Every Award

Awards aren't always what they seem to be, and the printed descriptions of presentation ceremonies often offer an interesting contrast to the events as they actually happened. Ray Sweeney of KMOX, St. Louis, thus dramatizes the sad, sad story of an award:

As Reported

Jacko (You Tell 'Em) Goober, network comedian and master of ceremonies on *Goober's Gayeties*, last night received a gold plaque from *Talk-Box*, radio trade journal, for outstanding service to radio, at a banquet held at Hotel Mayfair's Gold Room.

Present were many national celebrities and luminaries in the radio field. Mr. Goober, introduced by Mayor Wiffletree, toastmaster, seemed overcome by the tremendous reception accorded him. After expressing his profound appreciation to the publishers of *Talk-Box* and his assembled admirers, Goober answered a salvo of applause by singing "Peachy—Oh You Fuzzy Kid," one of his latest rhythm numbers featured on *Goober's Gayeties*. A gala spirit of good fun followed in which Goober exchanged gay repartee with his co-workers and network officials.

Then, seemingly out of nowhere, popped Sally, wife of the celebrated comedian, to utter her clever greeting known to audiences from coast to coast. Now pandemonium in truth reigned. The famous couple, locked arm-in-arm, delivered one of their funniest routines to the immense delight of the throng.

Mr. Goober then left the speaker's table to join friends in the audience and Happy-Go-Lucky Hanson, musical director of Goober's program, led a 50-piece orchestra in many of the popular melodies of the day. By request, "Peachy—Oh You Fuzzy Kid" was repeated. In this melody Clarence Schmaltz, clarinet virtuoso, illustrated his marvelous ability by taking several neatly arranged "breaks."

Mr. Goober's old friends in the audience reluctantly released him and he led the crowd in a community sing of old-time songs.

Suzanne Suzanne, lovely radio vocalist, was present.

Harry Jones and Tom Smith, writers for Mr. Goober's program, were on hand enjoying the proceedings and renewing many old acquaintances.

As Happened

PROVING that free eats and drinks can draw a crowd any time, a goodly number of suckers turned out for the publicity stint of *"Talk-Box"* radio rag, allegedly saluting Jacko Goober, collector of early American humor. Affair tossed at Mayfair Gold Room.

Several announcers for local 100 watters and 1,003 has-beens were on deck. Goober, overcome by the Scotch atmosphere surrounding mike after mayor's intro, managed to sit on the table and mumble to crowd. Getting clenched teeth look from editor of *Talk-Box*, Goober then plugged "Peachy—Oh You Fuzzy Kid" ditty, composed by the editor of *Talk-Box*. Finishing his groaning, he misplaced his copy of Joe Miller and was forced to yell "What do you hear—From the Mob?" eight times at front-row hecklers. Wig which jiggled off head while tearing apart above rhythm bit retrieved at this point.

Crawling from under speaker's table, Sally, de luxe stooge, mouthed her usual nauseating greeting which did nothing more than splatter and awaken a hard-working reporter. Sally and Goober rocked drunkenly, mumbling cash estimates on the gold plaque. Goober used three gags of rival comedians. Applause cards saved the day.

Goober's eyesight remains good—he caught a hot wink from a blonde in the last row and scrammed. Slug Hanson then caught glassy eye of *Talk-Box* editor and led his Barrelhouse Bums in repeat on "Peachy—Oh You Fuzzy Kid." Last year's *Hit Parade* also reviewed. Agony-stick Schmaltz lost his instrument and whistled the "breaks."

Goober's yell as he fell off the blonde's lap started a songfest. Several of the country's dirtiest songs rendered—with gestures.

Suzanne Suzanne was blotto blotto.

Gag-men Jones and Smith, having their first square meal since Tuesday, took time out only to talk over the chain gang situation in Georgia.

Actors' Guild Elects

LEO FISCHER, executive secretary of the American Guild of Musical Artists, on Feb. 4 was elected international treasurer of the Associated Actors and Artistes of America. He succeeds Otto Steinert, resigned. On Jan. 29, Kenneth Thompson, executive secretary of the Screen Actors' Guild, was elected second international vice-president of the 4 A's, succeeding Dorothy Bryant, also resigned.

Miss Backus Resigns

RESIGNATION of Georgia Backus as chairman of the board of Radio Events Inc., was announced Feb. 2 by Joseph M. Koehler, president of the producing group. Miss Backus retains her stock interest and will continue to work with Radio Events as writer, director and actress. She feels that executive responsibility added to her other activities has been too much of a burden. No other change in the operation of the organization is contemplated.

ENDS FAST—Dixie, Boston terrier pet of W. Carey Jennings, manager of KGW-KEX, owned by the *Portland* (Ore.) *Oregonian*, is having her first meal after a four-day fast. A strike at the *Oregonian* frustrated her efforts to continue the morning scramble down a 200-foot terrace to get the paper for Mr. Jennings. Dixie ate with customary zest as soon as *Oregonian* deliveries were resumed.

XUM

BROADCASTING and Broadcast Advertising

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HOLLYWOOD OFFICE: 6331 Hollywood Blvd., Telephone GLadstone 7353 ● DAVID H. GLICKMAN

Headline Hell-Bent

ASIDE from the major topic of reorganization pervading the NAB convention, there developed another subject of discussion which might be briefed in the words, "Why all the shooting at radio lately?" The question was asked at every turn. The answer, we think, is relatively simple.

Radio's rapid rise, its potent influence in American life, have aroused jealousies. In addition to the sniping from competitive media, it is suffering from influences seeking to bore from within, sometimes successfully. Show business particularly has gone to extraordinary lengths to gain a foothold, and it seems almost as if there were more show business dollars being waved in the faces of station owners than there are flakes in a snowstorm.

The elbowing-in of the movie moguls and theatrical impressarios and their spokesmen has even introduced the press agentry and the crude jargon of the rialto into radio. Flambuoyant publicity, bold headlines, circus tactics, cheap gossip—all seem to be working their way into radio. Theatrical trade journals, on the spurious premise that radio is merely show business and nothing more, attempt to sensationalize, provoke issues that do not exist, permit themselves to be used as sounding boards for antagonistic elements, poll here and canvass there on non existent issues.

Politically, it seems to be the smart thing to attack radio. "Trust" and "profiteering" and "censorship" attacks are sure-fire headline getters. Yet no one arises to bespeak radio's enormous public service; to tell about the multitude of programs put on by stations and networks for which they get no pecuniary return yet which represent huge outlays of capital; to point out the steadily increasing number of educational, forum, special events and similar nonprofit public service broadcasts being offered daily.

Radio stations generally are devoting at least one-third of their operating hours to noncommercial broadcasts. Yet we haven't heard any of the politicians pay it tribute for that, since only attacks win headlines.

Broadcasting is a *profession*. It is young but it is building a tradition. Station and network executives realize theirs is a business cloaked with a public obligation far transcending mere showmanship. They should see to it that their business is conducted on a plane in keeping with that maintained by other professions; not down to the level of side shows.

CONTEMPLATING the Boylan $1 per watt bill, the Celler government shortwave station bill, the several investigation bills and now the Herring censorship bill, broadcasters may well suggest a Bill-of-the-Month Club in Congress, where it is hoped the reorganized NAB will make itself so well known in telling radio's hitherto untold side of the story that no Congressman can ask, as one recently did, "NAB? What's that?"

Pot Shots & Pie Charts

EVERY depression, and now this recession, seems to awaken our colleagues of the publication advertising field to the need of finding a "goat". Radio has been their quarry in the past; now they are picking at radio again.

As years in radio are counted, the "press-radio war" was waged in medieval times. There may be a few smouldering embers but fears of the press that the radio goblin would wreak ruin have been totally dispelled. Yet all of us in radio remember the press campaign to scuttle radio as an advertising medium, the howls and growls of press trade publications about competition, the ostrich-like attitude of others who called radio a fad destined to go the way of the bustle and the ear-trumpet.

Today there are 211 stations owned in whole or part by newspapers, and 17 more that newspapers are asking the FCC for authority to acquire. And 493 of the 691 stations on the air subscribe to press association news [BROADCASTING, *1938 Yearbook Number*].

We predicted this radio-press affinity five years ago against all the dire forbodings in press councils and elsewhere. We said also that radio was not a competitor unto death of the press, that radio news actually enhanced readership of newspapers, that radio advertising tied in with printed advertising was highly effective. The worst that happened to the newspapers was the virtual end of the extra which meant money out of the pocket of the publisher anyhow.

Now another branch of the press—the magazine publishers, or certain of them—appears to be gearing itself for a rock-throwing siege. It isn't yet an organized campaign, though one or two magazine houses have broken out with pot shots. The efforts so far, of course, have fallen of their own weight. The fact that radio's chart, through depression and recession, is still pointed North by Northeast seems again to have whetted the desire to find a "goat."

The report is current that the Periodical Publishers Association has before it a project for a promotional campaign to be aimed largely at radio. The futility of calling names is self-evident. What can any important factor in the advertising business hope to gain from an attack on any other important factor? The answer is simple: Magazines won't increase their volume by trying to undermine radio, which advertisers are buying *because it brings results.*

The ASCAP Index

WITH these words we shatter precedent. In these columns as far as we recall, we have seldom made favorable comment about ASCAP. While we have refrained from injecting personalities into our comments, we nevertheless have criticized as strongly as we could the manner in which ASCAP has handled its business with broadcasting stations, the strong lobby it has maintained in Washington and throughout the States, and the way it travels under the guise of a "humanitarian" organization.

We still feel that way about its mode of operation. We still feel that the antiquated copyright laws should be amended to give a degree of protection to the users, so they can acquire their music in a competitive market, rather than through the small end of the ASCAP funnel, at arbitrary prices established by ASCAP under pain of a statutory $250 minimum damage clause.

There is just one good move that ASCAP has made so far as we can discern. That is the *ASCAP Index* of copyrighted musical compositions which it is making available to stations gratis. It is a start toward a card index on copyrighted compositions. Perhaps it isn't all-inclusive, but it is a step in that direction. Some 200 stations have availed themselves of the offer made last year by ASCAP and purchased the necessary card-index equipment. Indirectly, broadcasters are paying for this service, so why not accept it? We think it is a mighty small concession by ASCAP, but at least it is *something.*

The RADIO BOOK SHOP

A COMPREHENSIVE treatise of the history, practice and procedure of radio law by Clarence C. Dill, former U. S. Senator from Washington and co-author of the Radio Act of 1927 and the Communications Act of 1934, has been published under the title *Radio Law* by the National Law Book Co., Washington, D. C., ($6). The volume includes a detailed discussion of the legal and legislative steps leading to the 1934 Act, cites numerous cases that have crystallized radio policies. One section of the book describes the technical and engineering phases of radio, written in lay language, while another presents the problems of state and municipal regulation of radio.

A UNIFIED and almost wholly new text on radio engineering is provided in *Fundamentals of Radio*, by Frederick Emmons Terman, professor of electrical engineering, Stanford University [McGraw-Hill Book Co., New York, $3.75]. A new chapter on television is provided as well as other new material.

We Pay Our Respects To —

DONALD DERBY DAVIS

NO ONE familiar with the business side of radio needs to be told that the medium has been a major factor in putting a daily bowl or two of Wheaties before millions of hungry Americans. Nor is it necessary to use the devices of the orator to establish the fact that Gold Medal, Bisquick and Softasilk owe much of their widespread distribution to broadcast facilities.

With the vanguard of major and minor baseball teams already limbering up in balmy training camps in South and West, Mr. Davis' company is winding up details for another season of diamond broadcasts—a mode of promotion incidentally, at which the firm is the recognized leader. Meanwhile announcers in all parts of the land are oiling their larynxes for training camp and regular league contests.

But while it is well known that Donald Derby Davis, president of General Mills Inc., provides fodder for kilocycles as well as stomachs, and on a very considerable scale, there are many who have little realization of the part he has played in the development of the radio industry.

Almost as old as commercial broadcasting itself is Donald Davis' radio career. It was back in 1924, when only a timorous few had dared to use the ether as an advertising medium, that he took the lead in the construction and operation of WCCO, in Minneapolis. Freshly vested with the title of treasurer of Washburn Crosby Co., and director of its advertising, he set up WCCO as an experimental laboratory in which to study the relation of kilocycles and enzymes.

In the halls of this pioneering laboratory were born many of the basic theories of radio advertising. The year 1924, for example, marked the debut of Betty Crocker, a name that today symbolizes the last word in culinary technique to countless housewives.

Every idea that seemed at all worth studying was given a test on WCCO, early experiments ranging all the way from Eddie Dunstedter's organ and the Wheaties Quartet to daily talks on the state of the nation by a mysterious Hiram Jones.

All through the 13 years of his radio career, Donald Davis has taken an active part in his company's use of the medium. Every plan suggested by the advertising department or by agencies has come under his scrutiny. Frequently he has been the chief source of ideas, and General Mills has tried as many—or more—ideas than any major buyer of time.

But while by his very nature he is an experimenter and pioneer, Mr. Davis is a marketing student, a distribution engineer. From the start he has measured radio advertising by facts rather than opinions. The pats on the back and the approbation of friends and associates have not brought glows to his cheeks. Rather they have induced puckering of the brow, for any program he enjoys he is likely to regard with suspicion.

What does the public think? Will they buy? Does the program perform a demonstrably desired service to listeners?

These questions are ever before him and he has utilized his extensive marketing and accounting experience to build up a system of testing public reaction.

Every success, he has discovered, breeds competition and increased costs, and Mr. Davis insists that no program can long remain both outstanding in its popularity and commercially profitable. Consequently General Mills can be depended on to supply more than its share of ether innovations. His *Betty & Bob*, almost unique less than five years ago, now has a score of successful imitators.

A biography of Donald Davis, done in the *Who's Who* style, must cover at least these high spots: Born Sept. 19, 1888, in Wyoming, Ill.; graduated University of Michigan, 1911, as an engineer; employed as tester at Hayes Wheel Co. while in college and became its first engineer upon graduation; with Suffern & Son, New York cost accountants; took similar position with Detroit Trust Co.; factory manager of Hale & Kilbourne, Philadelphia; helped organize Milling Division of Food Administration during war under James F. Bell, now General Mills chairman; became secretary of Washburn Crosby Co. in 1922, and treasurer and advertising director in 1924; became vice-president and treasurer of General Mills Inc. in 1928 when it was formed by consolidation of 20 milling companies; assumed presidency four years ago.

As an executive Mr. Davis is a patient and courteous listener, but makes decisions rapidly. He likes, and gets, fast action though seeming to take life with ease and calm. He vests subordinates with responsibility as well as authority.

He is married and has three children; likes all kinds of sports and plays hard; wields a tennis racket or golf club with ability; rides horseback; angles avidly, particularly for small-mouth bass; performs expertly at the bridge table, and knows his backgammon; collects air mail stamps; takes an active part in Minneapolis civic life.

And Henry Bellows, his director of publicity relations, will tell you that he is the only citizen of Minneapolis who bets on Michigan when his alma mater plays Minnesota.

PERSONAL NOTES

W. B. BAILEY, formerly sales manager, has been named station director of WAAW, Omaha, according to F. P. Manchester, manager. In addition to being general manager, he will continue to handle the commercial department. He was formerly with KOIL, Omaha, and WIBW, Topeka, and at one time was radio director of Schwimmer & Scott, Chicago agency.

ROBERT E. INGSTAD is now manager and program director of KOVC, Valley City, N. D., assuming the posts formerly occupied by Mark C. Crandall and Albert E. Stephens Jr.., respectively.

GEORGE C. CASTLES Jr., on the sales staff of WMCA, New York from July, 1936, to July, 1937, has rejoined the station. In the interim he was vice-president and director of sales for Supreme Beauty Laboratories, New York.

EARL G. THOMAS, with Henry Souvaine Inc., New York, radio programs, for three months, has been named general manager in charge of sales.

GEORGE REAGAN, formerly of Lord & Thomas, Los Angeles, has joined KFAC, that city, as account executive. He succeeds William D. McCabe who resigned in January to become manager of KABC, San Antonio, Tex.

EARLE C. ANTHONY, head of KFI-KECA, Los Angeles, and Mrs. Anthony sailed on the *Normandie* Feb. 7 for a 22-day cruise to Rio de Janeiro.

L. B. WEST, San Francisco representative of Honolulu Broadcasting Co. (KGMB, Honolulu, and KHBC, Hilo), has been named secretary of the Northern California Broadcasting Association. He succeeds M. E. (Bob) Roberts, who recently resigned the post. S. H. Patterson, manager of KGGC, San Francisco, is president of the Association.

EDWARD P. SHURICK, general manager of WDGY, Minneapolis, on Jan. 31 became the grandfather of a baby girl. The father, Edward P. Shurick Jr., is assistant advertising manager of Minneapolis Honeywell Regulator Co.

MEFFORD R. RUNYON, CBS New York vice-president, was in Hollywood in early February for a two-week visit and conferences with Donald W. Thornburgh, the network's Pacific Coast vice-president. Linc Dellar and Mefford Runyon Jr., CBS New York station relations staff members, were in Hollywood to confer with network officials.

NORMAN MORRELL, NBC New York assistant sales manager, was in Hollywood in early February to confer with Sidney Dixon, western division sales manager, and advertising agency executives.

RALPH EHRESMAN of the sales staff of WMBD, Peoria, Ill., has returned from an extensive tour of Europe.

AMORY L. HASKELL, president and owner of WBNX, New York, was recently elected president of the National Horse Show Assn.

H. G. HORNER has been appointed managing director of 2GB and 2UE, Sydney, Australia, and managing director of Broadcasting Service Assn. Ltd., that city.

HUGH A. GILMORE, executive of KIEM, Eureka, and Sid W. Fuller, manager of KGB, San Diego, have been appointed chairman and vice-chairman respectively of the radio commission, Department of California, American Legion, for 1938.

LENOX R. LOHR, president of NBC, and Mrs. Lohr left New York Jan. 31 for Hollywood, where Mr. Lohr will inspect progress of the new studios. O. B. Hanson, chief engineer of NBC, left for the West Coast on the same day, also on an inspection trip.

WALTER D. SCOTT, formerly on the sales staff of Hearst Radio Inc., has joined the eastern division sales staff of NBC.

H. K. CARPENTER, vice-president of the United Broadcasting Co. and general manager of WHK-WCLE, Cleveland, spoke to the local Cornell Club Feb. 3 on "Behind the Microphone".

RAY M. BECKNER, manager of KIUP, Durango, Col., has gone to Southern California on a combined business and pleasure trip. He will return about March 1.

MAX S. CARRUTHERS and Charles C. Rider have joined the sales staff of KNOW, Austin, Tex. Gwendolyn Gill has been named KNOW chief accountant.

RANNY BRUCE, formerly of WCHV, Charlottesville, Va., has joined the sales staff of WRTD, Richmond.

PERCY WINNER has resigned as director of NBC's International Program Division, which handles the shortwave broadcasts to Europe and Latin America. Mr. Winner, who has headed the division for several months, was formerly a member of the press department. He will do a series on foreign affairs over WQXR, New York.

RALPH W. MOSLEY has been named manager of the Kingsport studios of WOPI, Bristol, Tenn., to succeed Ray Adkins, resigned.

WENDELL G. OSBORN, formerly district maintenance superintendent with the Michigan Bell Telephone Co., has joined the sales staff of WWJ, Detroit. He is a graduate of Culver Military Academy and the U. S. Naval Academy at Annapolis.

RUSSELL SPARKS, formerly of NBC sales promotion in Chicago, has been named sales promotion manager of WOW-WGL, Fort Wayne.

DONALD FLAMM, president of WMCA, New York, for the fourth consecutive year, will head the banquet committee for the Jewish Consumptive Relief Society of Denver, a nonsectarian home for the care of the tubercular, at Spivak, Colo. The banquet will be held in New York March 26.

Candid Views of Toscanini Directing NBC Concerts Ending March 5

BEHIND the MIKE

ZELLA DRAKE HARPER, who under the nom de plume "Carolyn Ann Cross" directed the *Homemakers Club* of WIP, Philadelphia, for the last 5½ years, has resigned and after a short vacation expects to join another station under her own name. She has been in radio since 1922 when she started with KDKA, Pittsburgh, as the *Kiddies' Poetry Lady*.

FRED WEBER, announcer of WFIL, Philadelphia, has returned to work after a prolonged illness. Betty Vanneman has joined the WFIL publicity department.

THOMAS J. CONNELLY, of the sales promotion staff of WTMV, E. St. Louis, Ill., has announced his engagement to Miss Margaret Alice Meisburger.

WALTON NEWTON, formerly of KNOW, Austin, Tex., has joined the announcing staff of WIP, Philadelphia.

VERNE SAWYER, special events announcer of KGVO, Missoula, Mont., has returned to work following a serious illness.

ROSS SMITHERMAN, former announcer of stations in Mobile, Ala., and Albany, Ga., has joined the announcing staff of WCOA, Pensacola, Fla.

DAVID BANKS, formerly production and publicity director, has been named chief announcer and studio director of WTJS, Jackson, Tenn. Bill Reeves, new to radio, has joined the announcing and continuity staff.

ALLAN FORD, formerly of Pasadena Playhouse, has joined the announcing staff of WIOD, Chattanooga.

AL PRIDDY, announcer of KDYL, Salt Lake City, has been named assistant news editor.

HOWARD MILHOLLAND, who some years ago was program manager of KGO and then NBC, San Francisco, and his wife, Eva Garcia, radio pianist, sailed recently for Australia and New Zealand on a four months' personal appearance tour.

DARRELL DONNELL, radio editor of the San Francisco *Examiner*, is confined to his home with a fractured ankle and has his leg in a cast. He slipped on stairs in his home.

EDGAR BERGEN and Charlie McCarthy made a personal appearance in San Francisco Feb. 7 at the opening of the Manufacturers & Wholesalers Associations annual Spring Market Week exhibit.

VAN FLEMING, NBC producer in San Francisco, will conduct a University of California Extension Division course in radio continuity writing, starting in March.

JANE BARRETT, for several years secretary to the manager of KYA, San Francisco, resigned recently.

Charlie's In Town

A CAMPAIGN slogan in South Milwaukee, Wis., is "Charlie McCarthy for Mayor" petitioners having put him in nomination for mayor of that city. The nomination paper, signed by enough citizens to put him on that city ballot to run in the primary election, was duly filed with H. W. Daehling, city clerk. H. C. Fisher, qualified elector, executed the petition. According to the petition, McCarthy will run on a platform of "the truth and nothing but the truth." Harry Eldred, publicity director of WTMJ, has been named campaign manager.

ROBERT ROGERS, son of Naylor Rogers, one time manager of KNX, Hollywood, now head of the Chicago office of International Radio Sales, has joined WSAL, Salisbury, Md., as announcer and assistant program director. He was graduated last year from University of California, southern branch.

MENDEL JONES, formerly program director of WHK-WCLE, Cleveland, has been named production and promotion manager of WCKY, Cincinnati.

HILTON HODGES, announcer of WIBW, Topeka, Kan., has been promoted to the continuity staff.

KARL A. KOPETZKY, formerly with Standard Transformer Corp., Chicago, has been named managing editor of *Radio News*, a Ziff-Davis publication.

IRA SMITH, farm reporter of KSFO, San Francisco, in addition to his microphone duties, is likewise editing a new four-page trade magazine titled *Farm-Market-Reporter*, sponsored by wholesale fruit and produce merchants in conjunction with his daily radio column.

TED MALONE, who formerly handled *Between the Bookends*, CBS program, has joined WOR, Newark, as a continuity writer.

ED SUPPLE, of the CBS publicity staff assigned to Columbia Artists Bureau, resigned effective Feb. 4. He is succeeded by Al Meltzer, former New York manager for George Lottman, publicity.

PAT KELLY, former NBC producer in San Francisco, has been named assistant manager of the Hotel St. Francis. Miss Betty Belle, traffic manager of KYA, has resigned to accept a position at the hotel, being succeeded by Miss Josephine Avis.

BOB DUMM, special events producer at KSFO, San Francisco, is the father of a baby girl, born recently.

CLIFF WILLIAMS has joined the announcing staff of WSOC, Charlotte, N. C. Charles Hicks, WSOC program director, who is convalescing after a nervous breakdown will return to the studio in March. Ron Jenkins is acting program director.

PAUL WELTON has been named musical director of WMBD, Peoria, Ill.

LOWELL THOMAS, commentator, president of the Advertising Club of New York, has been made general chairman of the program committee of the 34th annual convention of the Advertising Federation of America, to be held at the Hotel Statler, Detroit, June 12 to 15.

CHARLES H. SMITH, formerly manager of radio research for Crossley Inc., New York, has become research director of WQXR, New York.

TOM BREEN Jr., formerly in the radio division of Warner Bros., Hollywood, has joined the announcing staff of WOR, Newark, replacing Bill Perry, who is on the West Coast with Mutual's *Elizabeth Arden Hour*. Mr. Breen was previously with NBC in Chicago and CBS in New York.

MICHAEL WARDELL, author and producer of WHN's new dramatic series, first of which was *Busy Line 4142*, has been signed to a contract with the station. He will write a new drama each week.

JAY HANNA, for eight years a radio director of N. W. Ayer & Son Inc., New York, resigned Feb. 1 to form his own firm as consultant on radio production.

DON KELLY, master of ceremonies on the *Musical Clock* of KOIL, Omaha, has been named to conduct extension classes in broadcasting by Municipal University of Omaha. The class meets weekly in the KOIL studios.

CHESTER HERMAN, program consultant of WLW-WSAI, Cincinnati, brought back Harold Betts, the "Romantic Bachelor", from a scouting trip to Toledo.

HELEN MERCHANT, San Francisco girl who has conducted the *Musical Clock* program on WINS, New York, since 1932, has become engaged to Ray Billingham of Buchanan & Co., New York agency.

BERNARD HERRMANN, in charge of music for CBS' *American School of the Air* and other programs, has been signed under management of Columbia Artists Inc.

ANDREW ALLAN, CFRB staff announcer, has left Toronto for a two-month trip to England.

BOB KESTEN, special events announcer of CKCL, Toronto, has left the station to free-lance, and will be heard mainly over CFRB, Toronto.

DR. RINO COLLA NEGRI, doctor of philosophy in economics, has joined the announcing staff of International Broadcasting Corp., New York, operator of WOV-WBIL. Joseph Boley, announcer of the same organization, is now a commentator for Paramount Newsreels.

GILBERT RALSTON and Oscar Turner, formerly continuity writers at NBC, have been appointed assistant directors in the transcription department. Hubert Chain and Ronald MacDougal have been promoted to the continuity writing division. C. Otis Rawalt has been promoted from chief clerk in charge of billings in the transcription department to a salesman, and is succeeded by Louise Finch. Norman Ward has been appointed assistant to Miss Finch.

ELMER FONDREN, program director of KGGM, Albuquerque, has returned to work after a lengthy recuperation from arthritis, complicated by an appendectomy. Katherine Walsh, new to radio, has joined the KGGM sales staff, and J. B. Matthews, musical director, has resumed his post after a three-month leave on the Coast.

ALAN KENT, for six years an announcer at NBC, on Feb. 15 resigned to join WNEW. Starting Feb. 21 he will head a daily hour program which will be offered for participating sponsorship, and which will probably be called *Fun Club*. After March 1 Mr. Kent will also have a weekly evening program on the same sponsorship basis.

DUDLEY MANLOVE, former announcer at KROW, Oakland, and KSFO, San Francisco, recently participated in the "Hobby Lobby" broadcast from New York as a "snap dancer". He snaps his fingers to musical tunes.

JACK GIBNEY, former Army sergeant, has joined WRBL, Columbus, Ga., as newscaster, according to Jim Woodruff Jr., WRBL general manager.

MAY ROBBINS, formerly with stations in western Pennsylvania, has joined the program department of WIP, Philadelphia.

ANNABELLE ADAMS, veteran radio actress, has been named director of *Homemakers' Club* on WIP, Philadelphia.

JACK DOUGLAS, formerly of NBC, WJR and WLW, has joined WJBK, Detroit, to conduct a morning variety show, *Night Watchman*.

HENRY C. WHITEHEAD, conductor of the Norfolk Symphony Orchestra, has been named musical director of WTAR, Norfolk, and is organizing an orchestra.

MARTHA SCHEER, secretary of the WOWO-WGL sales department, resigned her Fort Wayne post effective Feb. 19. She will be married Feb. 26 to Robert Hunt, of General Electric Co., Fort Wayne.

FRANK PITMAN and Ralph Amato, of the NBC Hollywood maintenance staff, have been transferred to the sound effects department.

A. C. LYLE Jr., aged 19, has been added to the staff of KEHE, Los Angeles, as commentator and is conducting the weekly *Hollywood Jr.* program.

Clark

FOR QUALITY IN ELECTRICAL TRANSCRIPTION PROCESSING

☆

Quality recordings require *quality* processing. That's why leading transcription manufacturers and radio stations specify CLARK pressings. For 20 years CLARK has been the standard in electrical transcription and phonograph record processing. Both wax and acetate "masters" get careful skilled supervision. They come out right when CLARK does them.

For quality processing — say CLARK.

CLARK PHONOGRAPH RECORD CO.

MAIN OFFICE
NEWARK, N.J.
☆
216 HIGH STREET ☆ HUmboldt 2-0880

CLARENCE M. PETTIT, formerly with the Baldwin Piano Co. in Denver, on Feb. 15 joins KOA, Denver, in charge of sustaining programs. Derby Sproul continues in charge of commercial programs.

ALAN COURTNEY, who has handled *Joymakers* program on WNEW, resigned Feb. 19.

Z. WAYNE GRIFFIN, KHJ, Los Angeles, producer, is the father of a baby boy born Feb. 2.

BOB CARTER, chief announcer of WMCA, New York, about March 15 will publish *Pointers for Novice Announcers*, based on his background and on his experiences in contacting beginners.

DUANE GAITHER, who resigned recently as program director and traffic manager of KOIL, Omaha, has been appointed program director of WAAW, Omaha.

ERNEST JARVIS has been appointed assistant to Marion Karol, KNX, Hollywood, continuity editor.

EARL TOWNER has been appointed musical director of KFI-KECA, Los Angeles. He was formerly CBS, San Francisco musical director, and prior to that held a similar post with KFRC, that city.

J. C. MORGAN, production manager of KSFO, San Francisco, spoke before a group of women in a vocational training class on the Stanford University campus on Feb. 10 on "What Prospect Radio Holds for Women."

LUCY CUDDY, in charge of dramatic presentations at KSFO, San Francisco, recently returned to the studios following an illness.

HARRY HOFF has resigned from Consolidated Radio Artists Inc., New York, to become head of the sales department of Sam Hammer Radio Productions, New York. Mr. Hoff was formerly in charge of sales for Cleveland B. Chase Co., New York.

EDITH JACKSON, secretary to B. J. Hauser, NBC manager of station promotion, resigned Feb. 15 to marry.

BREWSTER MORGAN, formerly a CBS production executive, has rejoined the network's Hollywood staff after a six-month M-G-M writing assignment.

DON BERNARD, CBS Hollywood producer, has been placed in charge of the network's weekly *Hollywood Showcase* program.

LESLIE LIEBER, of the CBS New York publicity staff, who is also often heard on the network's *Saturday Swing Club*, is in Hollywood on a combined business and pleasure trip.

WINTHROP C. SHERMAN has joined the announcing staff of KNOW, Austin, Tex.

CY FEUER, former musical director of KEHE, Los Angeles, has joined Republic Productions, Hollywood film studios, as assistant musical director.

ROBERT SWAN, program director of KFAC, Los Angeles, is instructing a class in radio at the University of Southern California, that city, along with his station duties.

R. B. McALISTER, sports commentator of KFYO, Lubbock, Tex., married Miss Majorie Tunnell Jan. 29.

ROBERT COLVIG, formerly of KGA, Spokane, and KORE, Eugene, Ore., has joined the announcing staff of KOIN-KALE, Portland.

BRUCE QUISENBERRY, special events director of WMBH, Joplin, Mo., has been awarded a gold key by the local Junior Chamber of Commerce for outstanding civic work in 1937. He conducts an editorial program called *Soap Box* and led a local crusade against gambling.

RUTH BARNARD, traffic manager of Don Lee Broadcasting System, Los Angeles, was seriously injured in a recent automobile accident.

SAM PIERCE, writer-producer of KHJ, Los Angeles, is the father of a baby boy, Samuel III, born Jan. 7.

1,000 — Consecutive broadcasts within two years for the same sponsor were celebrated Feb. 2 by the *Sidewalk Snoopers* of WGST, Atlanta, by giving fans this photo, autographed, of the team of "Franky and Johnny" — Frank Gaither, left, and John Fulton. In three days of plugging, they distributed 5,000 photos.

CLINTON JONES has resigned as continuity and news editor of KEHE, Los Angeles, to join the KNX, Hollywood newscasting staff. His successor is Leroy Grandy, formerly of KOL, Seattle.

LOIS COWAN, secretary to Leo B. Tyson, general manager of KMPC, Beverly Hills, Cal., has been appointed publicity director, succeeding Edith Black, resigned.

ROBERT P. THOMPSON, Hollyradio writer, has been assigned to write the "Dick Tracy" motion picture serial for Republic Productions.

BOB DuFOUR, a senior at North Carolina U, has joined WPTF, Raleigh, as part time announcer.

WILLIS M. PARKER, KFI-KECA, Los Angeles, continuity writer, has resigned to devote his time to completing a novel and a transcribed series.

HOMER GRIFFITH, Chicago, the *Friendly Philosopher*, is now in Hollywood.

HAROLD AZINE, of the University of Minnesota, has joined WLS, Chicago, as news writer assisting Julian Bentley, newscaster.

BILL GOODWIN, Hollywood announcer-producer, and Philippa Hilber, 20th Century-Fox actress, have announced their engagement.

AMORY ECKLEY, formerly of Feldman, Blum Corp., Beverly Hills, Cal., talent agency, has formed his own orgaization in that city under the firm name of Amory Eckley Radio Talent Agency, with offices at 8738 Sunset Blvd.

AGNES DONOVAN, formerly of Gene Furgason & Co., New York rep. has joined the Chicago office International Radio Sales, as secretary.

JEANNETTE BOYER has been appointed radio manager of Bobby Crawford Inc., newly formed Beverly Hills, Cal., talent agency.

MAX M. SCHALL, formerly head of the Music Corp. of America motion picture department, Los Angeles, has been appointed manager of the Thomas Lee Artists Bureau, Hollywood, a subsidiary of the Don Lee Broadcasting System. He succeeded Robert Braun, resigned. Wilt Gunzendorfer, in charge of radio and picture contacts, has also left the agency.

TOMMY GREENAUGH, formerly with Columbia Pictures in Hollywood and Fred Levings, a former New York magazine writer, have been added to the Hollywood office of Tom Fizdale Inc., Chicago publicity firm.

PINTO TAMEIRAO, Brazilian radio and newsreel commentator, on Feb. 4 inaugurated a series of Friday broadcasts on American news events in Portuguese for Brazil on CBS international shortwave station W2XE, 7-7:15 p. m. (EST).

FROM SCHOOLROOM
KLZ Brings Series Liked by Many Listeners

AFTER FIVE weeks of test operation, a cooperative educational series of school-room broadcasts arranged by KLZ, Denver, drew spontaneous approval of faculty and students alike, with the result that the entire student body participating in the series sent to the station a signed petition expressing gratitude. The series, titled *Youth and the Modern World*, was arranged by the students, aided by the school faculties in cooperation with the KLZ program staff.

Because the test operation has proved entirely practicable the series will be continued throughout the school session. Norbourne Smith, of the KLZ production staff, supervises the series for the station.

Extra Staff Money

EVERY staff member of WIP, Philadelphia, receives $2.50 for every new idea turned in to the program department. In announcing the cash payments, James Allen, WIP program director, said that the money would be paid for each new idea on the air. "You don't have to work it out, just turn it in," Mr. Allen told the staff.

Jackobson to WGN

LOUIS E. JACKOBSON has resigned from J. Walter Thompson, Chicago, to join the production department of WGN, that city. Mr. Jackobson joined WPEN, Philadelphia, as program director in 1929 and in 1935 transferred to the production staff of WLW, Cincinnati, where he directed a number of Mutual network shows. He is also a former member of the CBS production staff in Chicago and his latest work has been confined to the Zenith telepathy broadcasts. Dick Marvin, radio director of the agency, is now producing the Zenith show.

Mr. Jacobson

Reg Douglass

REG DOUGLASS, 31, chief announcer of CKNX, Wingham, Ont., during the past 10 years, was accidentally killed Jan. 28 when he fell down an elevator shaft in a local factory building. Douglass entered broadcasting in 1928 when 10BP was organized in Wingham by the local radio club. He is survived by his wife and parents.

D. R. Sheehan

D. R. SHEEHAN, 52, continuity writer for the Canadian Broadcasting Corp., died at Montreal Feb. 7. Before turning to radio he had been with the advertising departments of the *Montreal Star* and *Toronto Saturday Night*, and prior to that had been a telegraph operator.

Juneau Named Manager Of KYA, San Francisco

CLARENCE B. JUNEAU, assistant manager of KEHE, Los Angeles, has taken over management of KYA, San Francisco, succeeding Bob Roberts, resigned. The appointment was made by Murray B. Grabhorn, vice-president of Hearst Radio Inc., which owns and operates the two California stations, when he was in Los Angeles Feb. 1.

Mr. Juneau

Mr. Juneau has been actively engaged in Pacific Coast radio for the last 14 years, having formerly managed the old KTM, Los Angeles, and KEHE, as the station is now known; KTAB, San Francisco, now KSFO, and KGB, San Diego. He was instrumental in forming the first Pacific Coast network, the United Broadcasting Co., and more recently the organization of the California Radio System. His appointment as manager of KYA follows a close association in the San Francisco Bay region, since he had been actively in charge of plant and operation of KYA and KEHE for Hearst Radio Inc.

Mr. Roberts is reentering the advertising agency business, and will operate again his own agency.

John E. Pearson Named KWTO Sales Manager

JOHN E. PEARSON, former national accounts manager of KWTO, Springfield, Mo., has been promoted to sales manager, according to an announcement by Ralph D. Foster, manager of KWTO. Mr. Pearson has occupied various positions with KWTO-KGBX including market reporter, newscaster and announcer. In assuming his new duties he has been replaced as news editor by Floyd M. Sullivan, long time newspaper man and former editor of the *Springfield Leader* and *Springfield Press*, whose *Radio Spotlight* program is an outstanding series on KWTO, according to Manager Foster. Mr. Pearson is married and has one son.

NBC Names Dolberg

GLENN DOLBERG, has been named program manager for the NBC San Francisco studios, succeeding Ken Carney, who resigned to enter the agency field in Hollywood. Mr. Dolberg had been on the NBC production staff for four months and previous to that he had been program manager of KFI and KECA, Los Angeles, after having managed KEX, Portland, Ore., and KHJ, Los Angeles. The appointment was announced by Lloyd E. Yoder, NBC manager in San Francisco.

KWK Names Kemper

APPOINTMENT of Gene Kemper as promotion and publicity director of KWK, St. Louis, was announced Feb. 7 by Clarence G. Cosby, general manager. He succeeds John Conrad, who has resigned and left for the Coast to engage in radio activities.

STATION WICA,
Studio B
Ashtabula, Ohio

Here, as in stations throughout the country, J-M Sound-Control Materials were used to create and safeguard quality broadcasting.

Where High Fidelity is the Keynote . . .

Stations from Coast to Coast Look to Johns-Manville to Assure Faithful Reproduction of High-Quality Broadcasts

RADIO TECHNIQUE is constantly reaching new peaks. Improvements in transmitting and receiving equipment emphasize any acoustical faults in the studio. Today, more than ever, program success depends on perfect studio acoustics.

WICA is one of many stations where Johns-Manville Acoustical Engineers, employing J-M Sound-Control Materials and Methods throughout, have played a major part in creating, and safeguarding, true high-fidelity reproduction.

If you are not entirely satisfied with the quality of *your* broadcasts, we suggest you avail yourself of Johns-Manville Acoustical-Engineering Service. With a background of experience extending back to the pioneering days of radio broadcasting, this J-M service has helped many a station solve its acoustical and sound-control problems efficiently and economically.

May we send you complete details? Write Johns-Manville, 22 East 40th Street, New York, N. Y.

JOHNS-MANVILLE ***Sound-Control Materials and Acoustical-Engineering Service***

ACTUALLY IT COSTS NO MORE TO USE THE BEST ACOUSTICAL MATERIALS

STATIONS WITH "STUDIOS by JOHNS-MANVILLE"

Leaders in broadcasting look to the leader in sound control! Each station in the following list has been equipped with one or more "Studios by Johns-Manville."

★

KDKA—Pittsburgh, Pa.
KMBC—Kansas City, Mo.
KRLD—Dallas, Texas
KTBS—Shreveport, La.
KWKH—Shreveport, La.
WABC—New York, N. Y.
WBBM—Chicago, Ill.
WCCO—Minneapolis, Minn.
WCHS—Charleston, W. Va.
WDBJ—Roanoke, Va.
WDRC—Hartford, Conn.
WEAF—New York, N. Y.
WEBC—Duluth, Minn.
WENR—Chicago, Ill.
WGN—Chicago, Ill.
WHAS—Louisville, Ky.
WJSV—Washington, D. C.
WJZ—New York, N. Y.
WKRC—Cincinnati, Ohio
WKY—Oklahoma City, Okla.
WLS—Chicago, Ill.
WMAQ—Chicago, Ill.
WNAX—Yankton, S. D.
WOR—Newark, N. J.
WOW—Omaha, Nebraska
WOWO—Ft. Wayne, Ind.
WTAM—Cleveland, Ohio
WWJ—Detroit, Mich.

A NEWS PLAN

that delivers the audience

. . . . . consistently

WIRE believes that GOOD NEWS broadcasts gain and hold the audience. The NEWSpaper-trained operators of WIRE know NEWS. They know its value and the proper way to edit and present it. They know the value of a thoroughly competent NEWS-gathering set-up. Possibly these are the reasons why WIRE's eight daily NEWS broadcasts enjoy the constant loyalty of a vast Hoosier audience and do such an outstanding job of producing results for their sponsors. WIRE's NEWS broadcasts (emphasizing Indiana NEWS) are established on a schedule that insures the best possible NEWS-coverage with the least repetition. Thus, WIRE NEWS is actually NEWS . . . never rehashed . . . never stale . . . never uninteresting. Here's the regular WIRE week-day NEWS schedule:

- 7:00- 7:05 A.M. ..... Coffee Cup News
- 8:00- 8:15 A.M. ..... Morning News
- 12:45- 1:00 P.M. ..... Noonday Headlines
- 2:55- 3:00 P.M. ..... Hoosier News Review
- 4:30- 4:35 P.M. ..... Rapid Reviews of the Day's News
- 6:30- 6:45 P.M. ..... Dinnertime News
- 10:15-10:25 P.M. ..... Headline News
- 1:00- 1:05 A.M. ..... Nightowl News

WIRE NEWS FLASHES

A service that means a double-guarantee of constant listener-interest. WIRE averages 13 NEWS flashes daily . . . brief reports of important NEWS-breaks. Each is on the air as a chain-break or local-program-break within a very few minutes after the NEWS is received and verified by the WIRE NEWS staff. Of course, each NEWS flash leads the listeners directly to the next regular scheduled WIRE NEWS broadcast.

For information concerning the special low rates on WIRE NEWS broadcasts or NEWS flashes write WIRE or

WM. G. RAMBEAU COMPANY

National Representatives

New York • Chicago • Detroit

WIRE

INDIANAPOLIS

100,000 KIDDIES—Don Hix (right), "Uncle Jack" to Baltimore's juvenile population, was awarded a bronze plaque by the Baltimore Safety Council for his *Food Ship Happiness* program on WBAL. He is also a columnist for the local Hearst paper. Left to right, besides Hix, are C. Dorsey Warfield, publisher of the *Baltimore News-Post* and *Sunday American;* William I. Norris, representing the mayor; John P. Rostmeyer, director of the Safety Council; Harold C. Burke, manager of WBAL.

Mutually Helpful

GESTURE on the part of Los Angeles Don Lee network officials made it possible for NBC to broadcast the premiere activities of the Warner Bros.-Cosmopolitan picture, "Gold Is Where You Find It," from Weaverville, Cal., on Feb. 5. Don Lee network had the exclusive line into the mining town, 300 miles from San Francisco. NBC had exclusive rights to the broadcast but no wire. When NBC decided to take its portable equipment to the premiere, Don Lee officials turned the line back, enabling the former to utilize it. Mutual-Don Lee network was first offered the special broadcast. They delayed acceptance but secured the wire service. Meanwhile, because of the delay, Warner Bros. negotiated with NBC which immediately accepted.

Intensive Safety Drive Being Directed by WMC

FOUR weekly safety programs in addition to numerous special events shows and a spot campaign for safe driving are broadcast on WMC, Memphis, in line with its policy of local civic service. Each week WMC broadcasts a safety cruise during which its mobile unit traverses downtown streets with an announcer and police sergeant commenting on traffic errors committed by drivers and pedestrians.

Another program titled *It Could Have Been Avoided* is a dramatization of local accidents. A third program called *The Old Observer* is based on scripts supplied by the National Safety Council, while a fourth features a talk by the Memphis commissioner of public safety. These regular broadcasts are supplemented by various special event broadcasts such as interviews with pedestrians being lectured by a police officer for jay-walking and talks by visiting authorities on safety.

On the basis of our many safety programs we're anxiously awaiting the decision of the National Safety Council 1937 awards, says WMC.

WHO Begins Facsimile And Claims to be First On a Scheduled Basis

INAUGURATING its facsimile broadcasting service on its regular frequency of 1,000 kc. on Feb. 3, WHO, Des Moines, claimed the distinction of being the first station to engage in such regularly scheduled transmission.

Using Finch facsimile equipment, the service was titled "WHO Radio-Photo News". The broadcast is being conducted nightly from midnight to 1 a. m. under an FCC experimental license. A total of 50 receivers will be placed strategically in the Midwest as soon as deliveries are made by Finch Telecommunications Laboratories. WHO will operate its experimental facsimilie system in collaboration with WGN, Chicago, and WSM, Nashville, on a staggered schedule.

The first copy transmitted through the Finch facilities was an editorial by Col. B. J. Palmer, president of Central Broadcasting Co., operating WHO. In the typed message he said that WHO adds another "first" in radio in transmitting the first facsimile radio editorial ever written and published. He said that the "crude beginning" was historical and that WHO hoped to contribute toward the development of facsimile just as it had in aural radio.

WOR Starts Facsimile

WOR, Newark, on Feb. 10 began facsimile experiments on its regular broadcast channel during early morning hours. Employing the Finch System, developed by W. G. H. Finch, former FCC assistant chief engineer, the initial broadcast was to a facsimile receiver located at L. Bamberger & Company's store in Newark. The finished product will be on display during the month-long New Jersey State Exposition. A two-column description of facsimile and its future possibilities titled "WOR Radio Print" was the first copy transmitted. Also transmitted was a two-column picture. The experiments are to be continued intermittently from midnight to 6 a. m. under the direction of J. R. Poppele, WOR chief engineer.

Nebraska Promotes

ALL BUT two Nebraska stations have joined in a 13-week program to "sell Nebraska to Nebraskans," the series getting under way from WOW, Omaha, on Feb. 6. Other stations are KFOR, KMMJ, KGNF, WAAW, KGFW, WJAG, KGKY. Time is contributed. Bozell & Jacobs is assisting in production. The series is part of a nationwide campaign sponsored by Associated Industries of Nebraska and includes 26 pages in *Time* magazine. KOIL and KFAB, unable to clear time, are said to be planning individual efforts along the same line. Programs of the joint series will be recorded and presented on stations in other States.

A SOUVENIR book of the Toscanini Saturday night series over the combined NBC networks is being prepared for distribution at cost. It will contain portrait studies and sketches of the maestro and his colleagues.

Gear RADIO to the picture age with

Finch Facsimile

RADIO'S MOST DRAMATIC FORWARD-STEP OF THE YEAR!

Facsimile Recorder which, early in 1938, pioneer broadcasters will place in test homes for experimental transmission. Hardly more than a foot square; complete in a single unit; automatic; works on any radio.

Electric "Pen" in Recorder, which, actuated by signals from broadcasting station, swings to and fro in automatic step with transmitter, silently printing while citizens sleep. With few moving parts, these simplified Recorders make facsimile possible in remote districts.

Facsimile Copy as it issues from the Rec
wide; carries news bulletins, photograph
ing up tremendous new sources of reve
Recorder holds week's supply of dry pap
bon transfers; standard papers give black
and orange copy. Paper cost approx. 20

Radio facsimile as a vital public service is
patents the following stations have bee
broadcasting, FCC having granted perm
of regular frequencies, full power, from

WGH — 250 watts — New
KSTP — 25,000 watts — St.
WHO — 50,000 watts — De
WSM — 50,000 watts — Nr
WHK — 2,500 watts — C
WCLE — 500 watts —
WGN — 50,000 watts —
WOR — 50,000 watts —

The laboratories are open to lic
for demonstration, by appointmen

ectric eye, in compact, easily oper-
which plugs into ordinary broad-
uipment changes; translates printed
photos, into electrical signals which
annels.

FINCH TELE ORIES, INC.

THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WBAP, Fort Worth

J. A. Folger & Co., Chicago (coffee), 260 *t*, thru Blackett-Sample-Hummert, Chicago.
Miss Saylor's Chocolates, San Francisco, 7 *sa*, thru Doremus & Co., San Francisco.
Dodge Bros. Corp., Detroit, 6 *sa*, thru Ruthrauff & Ryan, N. Y.
Bernard Perfumers, St. Louis, 1 *sa*, thru Johnson Sel Co., St. Louis.
New Departure Mfg. Co., New York (coaster brakes), 46 *sa*, thru Lord & Thomas, N. Y.
E. Fougera & Co., New York (Noxacorn), 13 *sa*, thru Small & Seiffer, N. Y.
Swift & Co., Chicago (margarine), 79 *sa*, thru J. Walter Thompson Co., Chicago.
American Pop Corn Co., Des Moines, weekly *sa*, thru Coolidge Adv. Agency, Des Moines.
Anderson Co., New York (Sleet Master), 26 *sa*, thru Schwab & Beatty, N. Y.
Smith Bros. Co., Poughkeepsie, N. Y., 39 *sa*, thru Brown & Tarcher, N. Y.

WGN, Chicago

Cleveland Cleaner & Paste Co., Cleveland (wall paper cleaner), 6 weekly *sa*, thru Campbell-Sanford Adv. Co., Cleveland.
Bayuk Cigars Inc., Philadelphia (cigars), 5 weekly *sp*, thru McKee, Albright & Ivey Inc., Philadelphia.
Aurora Laboratories, Chicago (Clear Again), 2 weekly *sa*, thru Aubrey, Moore & Wallace, Chicago.
Crowell Pub. Co., New York (Woman's Home Companion), 2 weekly *sa*, thru Geyer, Cornell & Newell, N. Y.
Parker Bros. Inc., Boston (games), 6 weekly *sa*, thru John Queen Co., Boston.

WHN, New York

Technicians Institute of New York, *sp*, thru Winer Co., N. Y.
Gottfried Baking Co., New York, *sp*, thru Bud Roth Adv. Agen N. Y.
Godefroy Mfg. Co., St. Louis (h coloring), daily *sa*, thru Anfen Adv. Agency, St. Louis.
Home Diathermy Co., New York, weekly *t*, 52 weeks, thru Roger Relkin Co., N. Y.
Remington-Rand Inc., New York, weekly *sp*, 4 weeks, thru Frank Bruck Adv. Corp., N. Y.

WJJD, Chicago

M & R Dietetic Laboratories, Chic (Sof-Kurd milk), 36 weekly thru Reincke, Ellis, Youngreer Finn, Chicago.
Ar-Ex Cosmetics Inc., Chicago (metics), weekly *sp*, thru Lee H piel Adv. Agency, Chicago.
American Book Mart, Chicago books), 3 weekly *sp*, thru E. Brown Adv. Agency, Chicago.
Merchants National Bank of Chic Chicago (bank), 6 weekly *sa*, Bozell & Jacobs, Chicago.

KECA, Los Angeles

Procter & Gamble Co., Cincin (Drene), 5 weekly *sa*, thru H. Kastor & Sons Adv. Co., Chicag
Carter Products Inc., New (liver pills), 5 weekly *ta*, Street & Finney, N. Y.

WHBF, Rock Island, Ill.

Pillsbury Flour Mills, Minneapolis, 5 weekly *sa*, thru Hutchinson Adv. Agency, Minneapolis.
Compagne Parisienne, San Antonio (perfume), 13 *t*, thru Northwest Radio Adv. Co., Seattle.
Standard Chemical Mfg. Co., Omaha (stock remedies), 26 *sa*, thru Buchanan-Thomas Adv. Co., Omaha.
Truax-Traer Coal Co., Chicago, 6 weekly *t*, thru Harry V. Miles & Associates, Cincinnati.
Chicago Engineering Works, Chicago, 13 *t*, thru James R. Lunke & Associates, Chicago.

WAAB, Boston

D'Arrigo Brothers Co., Boston (Andy Boy broccoli), 13 *sa*, thru Harold F. Lewis, Boston.
Vadsco Sales Corp., New York (Division of American Druggists), 52 *sp*, thru Albert M. Ross, N. Y.
Prince Macaroni Mfg. Co., Boston (Prince Macaroni), 13 *sp*, thru David Malkiel, Boston.
G. S. Cheney Co., Boston (proprietary), 26 *sa*, thru C. Brewer Smith, Boston.

WNAC, Boston

Holland Furnace Co., Holland, Mich., 20 *sa*, thru Ruthrauff & Ryan, Chicago.
Sterling Products, Wheeling (proprietary), 65 *t*, thru Blackett-Sample-Hummert, Chicago.
United Drug Co., Roxbury, Mass. (proprietary), 5 *t*, thru Street & Finney, N. Y.
Axton-Fisher Tobacco Co., Louisville (Twenty Grand cigarettes), 78 *sp*, thru McCann-Erickson, N. Y.

WQXR, New York

Coty Inc., New York (cosmetics), *sa*, 13 weeks, thru Brown & Tarcher, N. Y.
Aeolian American Corp., New York (pianos), 2 daily *sa*, 52 weeks, thru Brown & Tarcher, N. Y.
Parker Bros., Salem, Mass. (games), 14 *ta*, thru John W. Queen, Boston.

KFRC, San Francisco

WCKY, Cincinnati

Richman Bros. Co., Cleveland (clothing), 12 *sa*, thru McCann-Erickson, Cleveland.
Carter Medicine Co., New York (liver pills), 260 *sa*, thru Street & Finney, N. Y.
Longines Wittnauer Co., New York, 226 *sa*, thru Arthur Rosenberg Co., N. Y.
RCA-Victor Co., Camden, 15 *sa*, thru Lord & Thomas, N. Y.
Procter & Gamble Co., Cincinnati (Ivory), 3 *sa*, thru Compton Adv. Inc., N. Y.
Good Luck Food Co., Rochester (desserts), 52 *sa*, thru Hughes, Wolff & Co., Rochester.

CKAC, Montreal

Templeton's Ltd., Toronto (medical), 4 weekly *sp*, direct.
Salada Tea Co. of Canada Ltd., Toronto, 6 weekly *sp*, thru Thornton Purkis Adv. Agency, Montreal.
Thos. P. Lipton Ltd., Toronto (tea), weekly *sp*, thru Vickers & Benson, Montreal.
D. L. & W. Coal Co., Montreal (Blue Coal), weekly *sp*, thru Vickers & Benson, Montreal.
Province of Quebec (government), weekly *sp*, direct.

KFBK, Sacramento

Shasta Retreat Mineral Water Co., Dunsmuir, Cal. (sparkling water), 21 weekly *sa*, direct.
Walker Remedy Co., Waterloo, Ia. (poultry remedy), 5 weekly *sa*, thru Weston-Barnett, Waterloo.
Golden State Co., San Francisco, 3 weekly *sp*, thru N. W. Ayer & Son, Philadelphia.

WMCA, New York

Holland Furnace Co., Holland, Mich., daily *sa*, 8 weeks, thru Ruthrauff & Ryan, Chicago.
Fitch Investors' Service, New York, 5 weekly *sp*, 52 weeks, thru E. C. Van Dyke & Co., N. Y.

KSFO, San Francisco

WHO, Des Moines

Sterling Casualty Insurance Co., Chicago, 2 weekly *sp*, thru Frankel-Rose Co., Chicago.
Dri-Brite Inc., St. Louis, 52 *sa*, thru Louis Wertheimer & Co., St. Louis.
Consumers Cooperative Assn., Kansas City, 26 *sp*, thru Russell C. Comer, Kansas City.
Penn Tobacco Co., Wilkes-Barre, Pa., 3 weekly *sp*, thru Ruthrauff & Ryan, N. Y.
Publishers Service, Chicago (Woman's World), 2 *sp*, thru Albert Kircher Co., Chicago.
Gardner Nurseries, Osage, Ia., weekly *sp*, thru Northwest Radio Adv. Co., Seattle.
Assn. of Pacific Fisheries, San Francisco, 60 *sa*, thru J. Walter Thompson Co., San Francisco.
North American Accident Ins. Co., Newark, 2 *sp*, thru Franklin Bruck Adv. Corp, Newark.
American Book Mart, Chicago, weekly *sp*, thru E. H. Brown Adv. Agency, Chicago.

KHJ, Los Angeles

Williamson Candy Co., Chicago (Oh Henry candy bars), 5 weekly *ta*, thru John H. Dunham Co., Chicago.
National Oil Products Co., Harrison, N. J. (Admiracion shampoo), 5 weekly *t*, thru Chas. Dallas Reach Adv., Newark.
Bekin Van & Storage Co., Los Angeles (moving & storage), 6 weekly *sa*, thru Brooks Adv. Agency, Los Angeles.
Procter & Gamble Co., Cincinnati (Drene), 5 weekly *sa*, thru H. W. Kastor & Sons Adv. Co., Chicago.
United Air Lines, Chicago (transportation), 12 weekly *sa*, thru J. Walter Thompson Co., Chicago.
Dr. Frank B. Robinson, Moscow, Id. (religious), weekly *t*, thru Izzard Co., Seattle.

KFI, Los Angeles

Procter & Gamble Co., Cincinnati (Drene), 5 weekly *sa*, thru H. W. Kastor & Sons Adv. Co., Chicago.
Drackett Co., Cincinnati (Windex), 2 weekly *t*, thru Ralph H. Jones Co., Cincinnati.
Chrysler Corp., Detroit (motor cars), 52 *sa*, thru J. Stirling Getchell, N. Y.
Chas. B. Knox Gelatine Co., Johnstown, N. Y. (gelatine), 2 weekly *sa*, thru Kenyon & Eckhardt, N. Y.
Breakfast Club Coffee Inc., Los Angeles (packaged coffee), 2 weekly *sp*, thru Philip J. Meany Co., Los Angeles.

WNEW, New York

nite Products Inc., New York (Larex moth-destroyer), 6 weekly *sp*, weeks, thru McCann-Erickson, N. Y.
ton-Fisher Tobacco Co. Inc., (20 rand cigarettes), 45 weekly *sa*, 39 eeks, thru McCann-Erickson, . Y.
erion Theater, New York, 104 *sp*, irect.
ted Drug Co., Boston, 5 *t*, thru treet & Finney, N. Y.
ard Perfumers, St. Louis, week- *sp*, thru Sel Johnson Co., St. uis.
. Davis Co., Hoboken, N. J. (O. Baking powder), 39 *sp*, thru as. W. Hoyt Co., N. Y.
Custom Clothes, New York, 6 kly *sp*, thru Gussow-Kahn, N.Y.

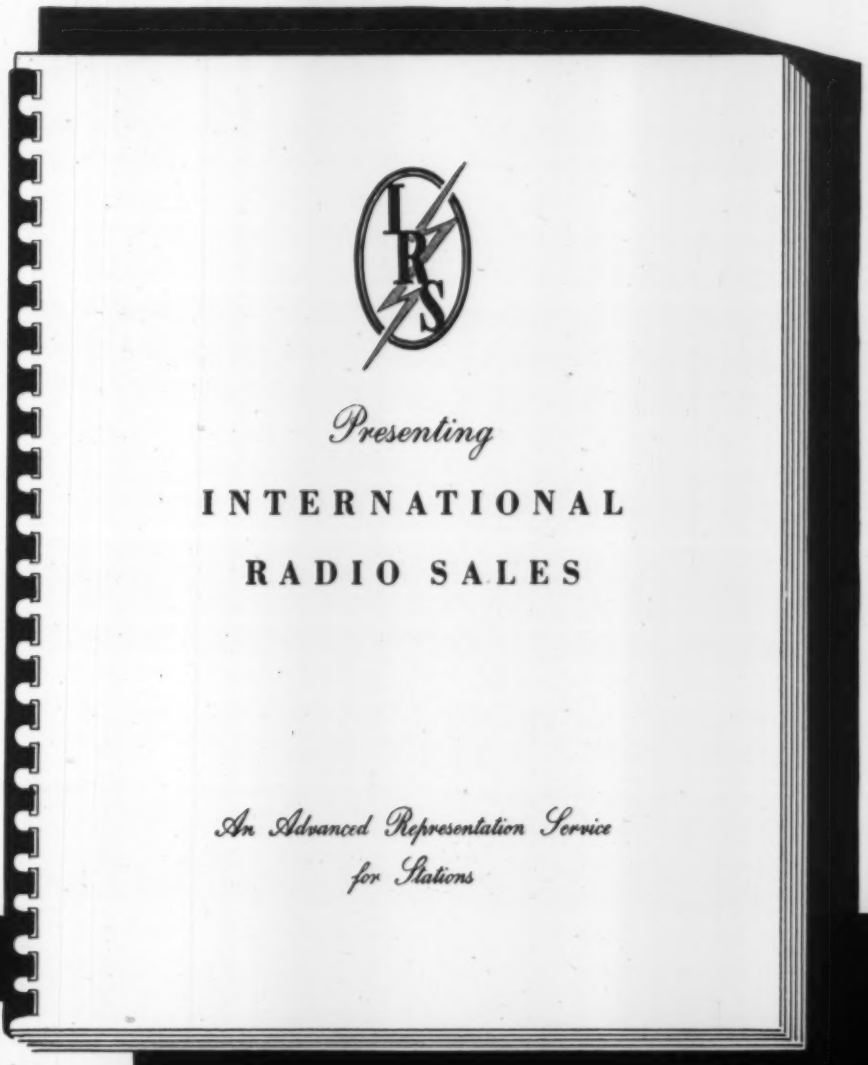
KJBS, San Francisco

Ionte Creamery, San Francisco iry products), 3 weekly *sa*, di-

Plan, San Francisco, 4 weekly renewal), thru Leon Livingston cy, San Francisco.

WEAF, New York

tan Soap Co., New York etheart Soap), 3 weekly *sp*, Peck Adv. Agency, N. Y.



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KTSA . . . San Antonio
KOY . . . . . Phoenix
KEHE . . . . Los Angeles
KYA . . . . San Francisco

Effective March 1, 1938

WDRC . . . . . Hartford
WORC . . . . Worcester

■ In addition to the many well established advantages of special representation, International Radio Sales has introduced new benefits of service and revenue which radio stations have long wanted but have found unavailable. The book, illustrated above, describes International Radio Sales, its people, its functions, its aims and ideals so that stations may better gauge its ability to serve them. Copies are available for station owners and managers. Address:

INTERNATIONAL RADIO SALES

20 EAST 57th STREET NEW YORK CITY

OTHER OFFICES: CHICAGO · DETROIT · LOS ANGELES

Radio Advertisers

TOWNSEND National Recovery Plan Inc., Chicago, on Feb. 1 started quarter-hour weekly talks on WCFL, Chicago. Contract is for a six-month period. Discs are also scheduled for two stations in Wisconsin and one in Indiana and are currently running on WMBD, Peoria, and WHBF, Rock Island. Burton-Keith Co., Chicago, handles the account.

SWISS FABRIC Group, of New York, and St. Gall, Switzerland, on Feb. 15 sponsored a 30-minute broadcast over WJZ, New York, from the Swiss Fabric Style Show, held in the Rainbow Room, Rockefeller Center.

EL DORADO Oil Works, manufacturers of coconut meal, linseed meal and vegetable concentrates, has appointed Brewer-Weeks Co., San Francisco, to handle its advertising.

SUPERIOR SEA FOOD Co., Los Angeles (Seafresh sea foods), has named Hillman-Shane Adv. Agency Inc., that city, to service its account, and using radio for the first time, on Feb. 21 will start daily participation in *Housewives Protective League* on KNX, Hollywood, for 52 weeks.

HECKER PRODUCTS Co., New York (Gold Dust, Silver Dust), sponsoring *Beatrice Fairfax* on 38 Mutual stations, with transcriptions of the program on 11 stations, will leave the air Feb. 25 until next fall. Agency is BBDO, New York.

HORN & HARDART Co., Philadelphia, has renewed sponsorship of *Children's Hour* on WABC, New York, effective Feb. 20. Agency is the Clements Co., Philadelphia.

EASTERN WINE Corp., New York, has appointed Alvin Austin Co., New York, to direct advertising. While plans are indefinite, radio will be used, according to Emil Mogul, account executive.

NESTLE'S MILK PRODUCTS, San Francisco (Alpine Coffee), on Feb. 15 started a 13-week participation on the *Woman's Magazine of the Air* program over nine NBC-Red network stations in the West, Tuesdays, 4 to 4:15 p. m. (PST). Regular *Woman's Magazine of the Air* live talent is participating. The agency is Leon Livingston, San Francisco.

PACIFIC GUANO Co., Berkeley, Cal. (garden supplies), has started *Garden Guide* on two NBC-Red network stations in California (KPO, KFI), on Sundays, 10 to 10:15 a .m. (PST). The company is presenting a garden campaign for the second year on the NBC stations. Program, to run for 13 weeks, was placed through Tomaschke-Elliott, Oakland, Cal.

CYCLONE MFG. Co., Urbana, Ind. (poultry supplies), has appointed Louis E. Wade, Fort Wayne, Ind., as advertising agency, with John Wagner, account executive.

ERIE CLOTHING Co., Chicago (clothing store), has placed its account with Albert Kircher Co., Chicago. Programs on several Chicago stations are being continued. A. S. Gourfain Jr. is account executive.

ELDORE Co., New York (cosmetics), has reappointed Equity Adv. Agency, New York, to handle its 1938 campaign. Transcriptions may be used later in the year for the company's mail-order business. Roy Spector is account executive.

NBC announces that hereafter it will use the following signature in signing off all educational programs: "This has been an NBC Educational Feature. This is the National Broadcasting Co."

SALES DIRECTORS—Of Michigan, Ohio and Kentucky met recently in Toledo for a bang up discussion. Among those arguing were (seated) Emerson C. Krauthers, WLW; E. A. Marchal, WADC; John Fetzer, WKZO; Fred Bock, WADC; Harry Bannister, WWJ; Leonard Reinsch, WHIO; (middle row) E. Y. Flanigan, WSPD; Jack R. Payne, WBLY; Bill Williamson, WKRC; Forrest Owen, WELL; H. H. Hoessly, WHKC; H. M. Steed, WMBC; (top row) Guy Stewart, WKZO; M. E. Kent, WTOL; Chester Hinkle, WSMK; D. A. Brown, WHIO; Don Ioset, WSPD; Eugene Carr, WGAR.

Southern Broadcast Group Commends Reply to Crowell's Anti-Radio Drive

A RESOLUTION condemning the Crowell Publishing Co. attack on radio in advertisements released in trade and general publications, and praising the "quick and vigorous action" of BROADCASTING in answering it, was adopted by the Broadcast Sales Directors of Arkansas, Louisiana, Mississippi and Tennessee at a meeting in Memphis, Feb. 2.

With a score of Southern broadcasters in attendance, the sales directors adopted the resolutions without dissenting voice. They called the Crowell attack "a flagrant breach of ethics by a recognized advertising medium."

The resolution follows:

Whereas, the Broadcast Sales Directors of the Sixth District are assembled in convention in Memphis, Tenn., Feb. 2, 1938, and

Whereas, it has come to the attention of this meeting that the Crowell Publishing Co. has released an advertisement in the Jan. 17 issue of *Time* Magazine, and the January issue of *Tide* Magazine, which advertisement is apparently intended to promote the sale of magazine space, not by the presentation of any constructive reasons why an advertiser might be able to use magazine space to advantage, but rather a disparaging attack upon the medium of radio, and

Whereas, it is the sense of the Broadcast Sales Directors here assembled that this attack by the Crowell Publishing Co., upon a competitive medium is not only unfair to radio, but detrimental to the entire advertising industry.

Now, be it therefore resolved, that we, the Broadcast Sales Directors of the Sixth District, comprising the states of Arkansas, Louisiana, Mississippi and Tennessee, do hereby condemn the recent release of the Crowell Publishing Co. as a flagrant breach of ethics by a recognized advertising medium, and,

Be it further resolved, that it is the sentiment of the Broadcast Sales Directors of the Sixth District, that the editors of BROADCASTING Magazine should be commended for their quick and vigorous action in answering this attack upon the institution of radio, through their own pages, and through paid space in *Tide* Magazine.

Meanwhile, letters of commendation for BROADCASTING's "open letter" answering the Crowell attack which was published in the Jan. 15 editions of BROADCASTING and *Tide*, continued to reach the publication.

George W. Stout, advertising manager of The Perfect Circle Co., Hagerstown, Ind., piston ring manufacturers, wrote: "I agree with the tenets of your pronouncement 100%. Although we have not used radio as an advertising medium for several years, we sincerely believe it has a place in the advertising business. We only wish we could spend enough money to have a Jack Benny, a Phil Baker or a Charlie McCarthy."

Albert E. Strass, head of Market Research of Cleveland, expressed his thanks for the open letter. He continued: "Working, as I do for various types of publications as well as radio broadcasting companies and advertisers sponsoring radio programs, this material proved of great interest to me. It has always been my opinion that regardless what form of advertising a company uses to a large degree, they should also supplement with other forms. Certainly both radio and publication advertising not only have their respective places in the field but should prove of the greatest value if used mainly in one form or another."

"Under Good Apple Tree"

Frank W. Ferrin, director of radio, Henri, Hurst & McDonald, Chicago, said: "I read with much interest your answer to the Crowell attack on radio in your last issue, and would just like to add that 'There are always a lot of clubs under a good apple tree.' When a boy wants apples, he doesn't throw clubs at the scrubs. That's why you always find a lot of clubs under good apples trees. It is true the world over—not only in apple orchards.

"I don't think the boys in radio are letting it worry them. Right now the world seems to be in a knocking frame of mind, but that doesn't change the fact that every knock is a boost. The other fellow wouldn't throw clubs at you if you didn't have something he didn't have. Radio is a good apple tree and isn't mad about anything."

Herb Devins, of J. Stirling Getchell, said the letter was "a honey." Harrison Holliway, general manager of KFI-KECA, Los Angeles, wrote to "compliment you gentlemen on your campaign in answering the Crowell Publishing Company's ridiculous 'Angels' ad."

Arthur B. Church, president of KMBC, called the reply "classic." He said it was "a real contribution."

COSMETICS CLAIMS SHARPLY LIMITED

CLAIMS that cosmetics will remove wrinkles, rejuvenate the skin or keep it free from blemishes cannot be broadcast over NBC networks, Janet MacRorie, continuity acceptance editor of NBC, told the Advertising Women of New York at a meeting Feb. 1. Describing the care with which cosmetic advertising copy is checked by the advertiser's own chemist, the Federal Trade Commission, the bureau of standards of the Toilet Goods Association, and frequently by other laboratories operated or engaged by advertising media, Miss MacRorie listed her own taboos as follows:

"Claims that a product will remove, or erase, or correct wrinkles and lines are not accepted, since we have no scientific evidence that anything short of plastic surgery can accomplish this miracle. Claims for 'rejuvenation' of the skin and restoration of natural oils are out, since we have no evidence that external application of a cream or lotion and attendant massage can have more than a temporary effect.

"Claims that a cream or lotion will keep the skin free from blemishes are not accepted since skin blemishes may be the result of an internal disorder and external application cannot offset the condition. The presence of vitamins in a soap or face cream must be watched carefully, since results of research on the subject are incomplete and there is a difference of opinion among dermatologists."

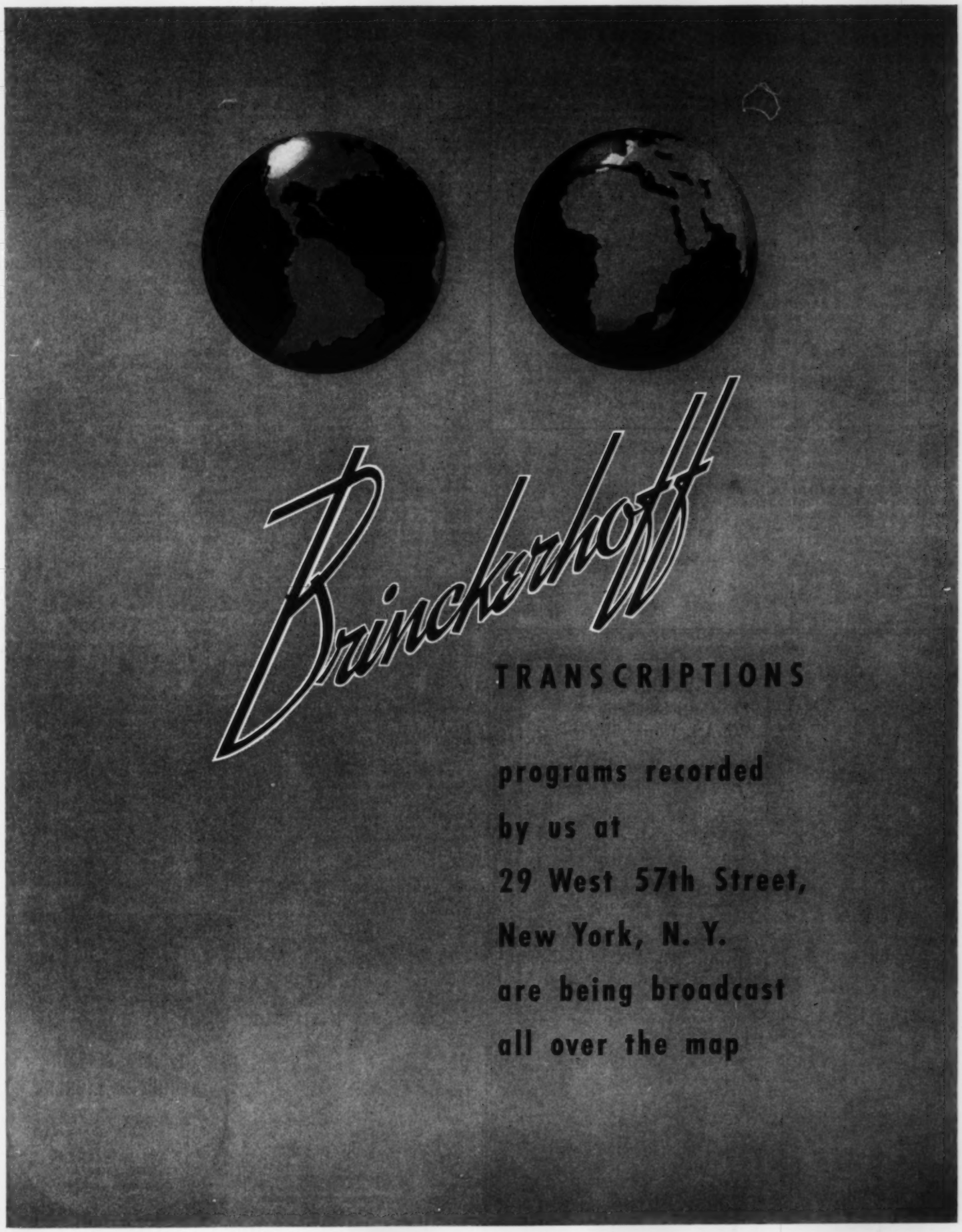
New Firm Will Service Bakery, Store Programs

BAKERS Broadcasting Service has been organized in New York to service bakeries in broadcast and advertising problems. The concern, which has offices at 113 W. 42d St., will handle both transcription and live programs and already is understood to be planning a dozen disc series. A New England branch will be maintained at 140 Boylston St., Boston.

The same interests have formed Department Store Broadcasting Service, in Boston, to handle radio for department and specialty stores. Research has been started on program problems and a series of radio campaigns is being produced.

In addition, laundry and dairy broadcasting services have been started at the Boston address.

COURSES in television and amateur radio will be among the offerings in the spring term at New York University. Prof. H. H. Sheldon will teach television and Lawrence M. Cockaday, editor, *Radio News*, will conduct a course on amateur radio stations.


Brinckerhoff
TRANSCRIPTIONS
programs recorded
by us at
29 West 57th Street,
New York, N. Y.
are being broadcast
all over the map

STANDARD REVISES PROGRAM LIBRARIES

STANDARD Program Library Service has undergone a complete reorganization and regrouping, according to Gerald King, president of Standard Radio Inc. The basic library has been augmented and 100 titles will be released monthly beginning April 1. The number of hours of prepared continuity has been increased to 20 weekly.

Mr. King

Under the new regrouping plan, stations may subscribe to the whole service or choose any part of it. A station desiring standard types of talent and music, such as concert and semi-classical, is privileged to eliminate the currently popular music. There will be a monthly release of pupular music in the Popular Supplement which may be ordered separately.

Of the plan Mr. Smith said, "Radio stations lately have been going through a period of readjustment. Due to the deal with the AFM, many stations may find their transcription requirements considerable different than they were six months ago. The new 'tailored' plan of our service is one which will fit the needs of any of these."

LIEUT. CARL O. PETERSON, U.S. N.R., radioman with both Byrd Antarctic expeditions, on Feb. 11 was awarded the Marconi Memorial Medal of the Veteran Wireless Operators Association at its annual meeting in New York.

Firestone Tribute

WHEN word was received of the death of Harvey Firestone late in the afternoon of Feb. 7, Alfred Wallenstein scrapped the program prepared for that evening's *Voice of Firestone* broadcast, added 42 musicians to his orchestra, bringing it to a total of 68 men, between 5 and 6 p. m., got them to the NBC studios and rehearsed them right up to broadcast time at 8:30 p. m. All commercials were dropped from the program, which opened simply with a "This is the Voice of Firestone" announcement. The orchestra played Schubert's "Unfinished Symphony" and Wagner's "Entrance of the Gods to Valhalla"; closing announcement was: "At the same hour next Monday you will hear the favorite songs of the late Harvey Firestone, our beloved founder, who died suddenly today."

Church Radio Study

STUDY of radio undertaken by Federal Council of Churches of Christ in America is nearing completion, but decision as to what use will be made of data will not be forthcoming until next meeting of Council's executive committee, scheduled for late March, it was stated at Council headquarters in New York. No information could be obtained regarding the nature of aim of the survey.

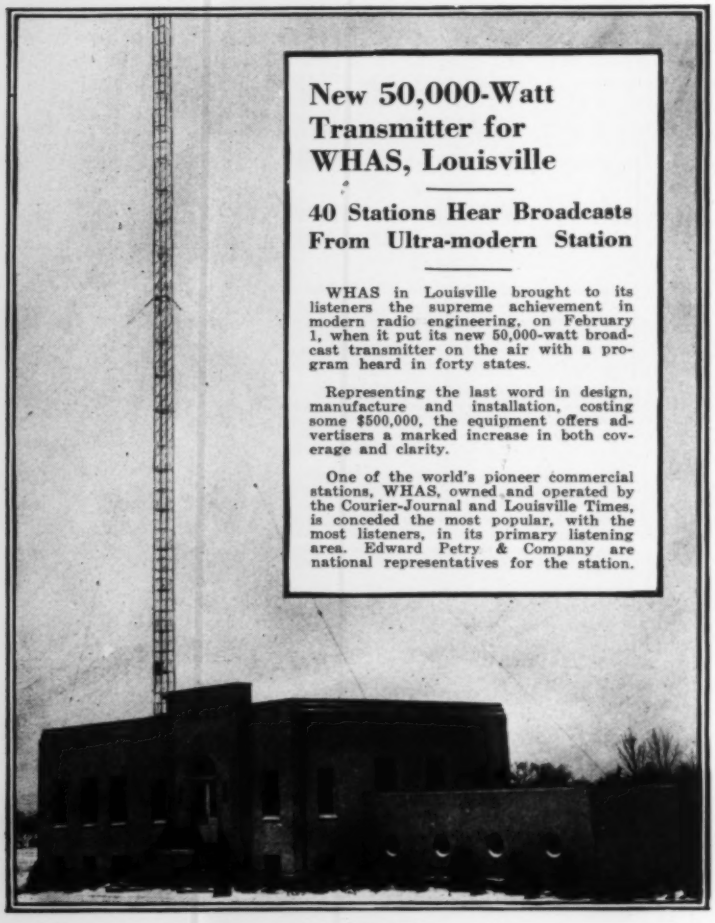
New 50,000-Watt Transmitter for WHAS, Louisville

40 Stations Hear Broadcasts From Ultra-modern Station

WHAS in Louisville brought to its listeners the supreme achievement in modern radio engineering, on February 1, when it put its new 50,000-watt broadcast transmitter on the air with a program heard in forty states.

Representing the last word in design, manufacture and installation, costing some $500,000, the equipment offers advertisers a marked increase in both coverage and clarity.

One of the world's pioneer commercial stations, WHAS, owned and operated by the Courier-Journal and Louisville Times, is conceded the most popular, with the most listeners, in its primary listening area. Edward Petry & Company are national representatives for the station.



TRANSCRIPTIONS

DR. RALPH L. POWER, Los Angeles, has been appointed resident transcription buyer of All-Canada Radio Facilities Ltd., Calgary, Alta. He also holds a similar post with Broadcasting Service Assn. Ltd., Sydney, to purchase recorded programs and scripts for Australia and New Zealand. The latter firm has bought the transcribed *Daredevils of Hollywood* serial from the radio program division of Walter Biddick Co., Los Angeles, for Australia, with a New Zealand option. Other purchases include the transcribed *Kendall* dog stories from Irving Fogel Radio Productions, Hollywood; the *Bigelow Minute Mysteries*, and *Bigelow Musicales*, both five-minute transcription serials.

NATIONAL Transcription Features has taken larger space at 2 East 45th St., New York. A series of 26 dramatic playlets, designed for optometrists, has recently been purchased by the Maryland State Optometry Association, and is to be used over stations in Maryland. George H. Field, formerly Eastern sales manager for Radio Transcription Co. of America, has been appointed sales manager, and is now visiting stations through the East.

ALL-CANADA Radio Facilities has taken the entire output of Radio Transcription Co. of America, Hollywood, which produces eight transcribed programs weekly for 39 weeks each calendar year. Concern has also bought from Associated Cinema Studios, Hollywood, *The Adventures of Tim*, a 26-episode quarter-hour transcribed juvenile program.

MERTENS & PRICE Inc., Los Angeles, has sold the *Sunday Players* dramatized biblical transcription serial for 52 weeks each to Cedar Hills Memorial Park, Washington, on WJSV; Oaklawn Memorial Park, Charlotte, N. C., on WSOC; Forsyth Memorial Park, Winston-Salem, N. C., on WAIR; Westover Memorial Park, Augusta, Ga., on WRDW; John McAlister Co., Charleston, S. C., on WCSC; Miami Memorial Assn., Miami, on WIOD. Series has been renewed for 26 weeks by Woodlawn Cemetery, Detroit, on WXYZ, and Hawaiian Electric Co., Honolulu, on KGU. *Wade Lane's Home Folks*, transcribed serial, has been taken for 52 weeks by McEwen Funeral Home, Charlotte, N. C., on WSOC; Dunbar Funeral Home, Columbia, S. C., on WIS; Dauer Furniture Co., Rochester, N. Y., on WHAM. Roanoke Gas Light Co., Roanoke, Va., has taken 39 episides of the *American Kitchen* for sponsorship on WDBJ.

INDIAN TRAILS, new Hollywood radio production concern, has been established at 1651 Cosmo St. by Robert E. Callahan, writer-producer, and national authority on Indian life. C. Floyd Ross is business manager. The firm specializes in Indian stories and the adveutures of pioneers.

KFWB, Hollywood, has secured exclusive franchise in the Los Angeles area, to the 1938 output of Atlas Radio Corp., according to Herbert R. Ebenstein, president, now on the West Coast.

FRANCISCAN FRIARS, Garrison, N. Y., has reappointed E. V. Brinckerhoff & Co., New York, to transcribe its *Ave Maria Hour*.

KSRO, Santa Rosa, Cal., has subscribed to WBS transcription service. WFBM, Indianapolis, has added the AMP transcription library.

THE 26 quarter-hour transcribed programs, *Daredevils of Hollywood*, is being produced by the radio programs division of Walter Biddick Co., Los Angeles, with a spot in the center for local commercial announcements. The series, produced under direction of Ted Turner, department head, features famous stunt men and movie doubles interviewed by Hal. Styles.

WBS DISCS PLACED BY MANY AGENCIES

OF THE 49 agencies placing 108 campaigns on WBS in 1937, H. W. Kastor & Sons Adv. Co. led with 19 campaigns, followed by Blackett-Sample-Hummert with 13 and BBDO with 7. Two agencies placed 4 campaigns, Maxon and Walker & Downing. Agencies placing 3 campaigns were Compton Adv. Inc.; J. Stirling Getchell; Geyer, Cornell & Newell; McJunkin Adv. Co.; Van Sant, Dugdale & Co.; placing 2 campaigns were Russel C. Comer Adv. Inc.; Ralph H. Jones Co.; Pedlar & Ryan; Frank Presbrey Co.; Roche, Williams & Cunnyngham.

Other agencies placing WBS campaigns for sponsors were: Arbee Agency; Aubrey, Moore & Wallace; Badger & Browning; Sam Bartlett; Benton & Bowles; Beckman, Vogel & Beerbohm; D. P. Brother & Co.; Buchen Co.; Campbell-Ewald Co.; D'Arcy Adv. Co.; John H. Dunham Co.; Ferry-Hanly Co.; Fletcher & Ellis; Charles Daniel Frey Co.; Geare-Marston; James A. Greene & Co.; Bert S. Gittins Adv.; Joseph Katz Co.; Arthur Kudner Inc.; W. E. Long Co.; Lauesen & Salomon; Lord & Thomas; Matteson-Fogarty-Jordan Co.; Meldrum & Fewsmith; Neisser-Meyerhoff; R. J. Potts & Co.; John W. Queen; Charles Dallas Reach Co.; Schwimmer & Scott; Selviair Broadcasting System; U. S. Adv. Corp.; Wade Adv. Agency; Duane Wanamaker.

Twenty Grand Discs

AXTON-FISHER Tobacco Co., Louisville (Twenty Grand cigarettes), whose plans for a three-a-week spot campaign were previously announced [BROADCASTING, Jan. 15], will place quarter-hour WBS discs on 14 stations, to start March 14. The program will feature Martin Block, announcer of WNEW, New York, Joe Rines' orchestra, and guest artists. Agency is McCann-Erickson Inc., New York. Contracts will run for 26 weeks on WLW KNX KSFO KDKA WMAQ WDAF WNAC WJR KLZ WRC KSD WBEN WTMJ WCCO.

AN INCREASE in power from 500 watts night and 1,000 watts local sunset, to 1,000 watts night and 5,000 watts local sunset, for WMMN, Fairmont, W. Va., was authorized Feb. 2 by the FCC, to become effective Feb. 12.

LANG-WORTH *planned programs*

LARGEST PUBLIC DOMAIN RECORDED LIBRARY in the WORLD

•

LANG-WORTH FEATURE PROGRAMS

420 Madison Ave. New York

George R. Holmes
Noted Washington authority
Karl H. von Wiegand
Dean of American war correspondents
H. R. Knickerbocker
Pulitzer Prize winner, covering foreign affairs
James L. Kilgallen
Star reporter on big "spot news" stories

The world's greatest news staff working for radio!

SOME OF THE STAR INTERNATIONAL NEWS SERVICE REPORTERS AND WRITERS WHOSE DISPATCHES ARE BROADCAST DAILY BY 150 U. S. RADIO STATIONS

INTERNATIONAL NEWS SERVICE

235 EAST 45TH STREET, NEW YORK

New Operator's Rules

AMENDMENT of rules governing the scope of authority granted under licenses issued to radio operators effective April 1, 1938, have been announced by the FCC. At present the third class operator license is generally valid for the operation of radiotelephone stations of 50 watts or less power and with certain exceptions for other radiotelephone stations. The amended rule removes this power limitation but specifically provides that stations manned solely by personnel holding a radiotelephone third class operator licenses must be supervised and maintained from a technical point of view by personnel holding a second class license, whether radiotelephone or radiotelegraph.

New WJR Equipment

REQUIRING some four months to manufacture, speech input equipment of new and unusual design will be installed at WJR, Detroit, 50,000-watter, by Western Electric Co. Designed by Bell Laboratories to meet specifications of A. Friedenthal, engineer in charge of WJR studios, the installation will include two type 23 speech input units, with arrangements for handling programs from three stations and for handling network, remotes and electrical transcriptions. It includes a two-way talk-back system, accomplished instantaneously without operation of switches or keys.

WCKY, Cincinnati, has adopted as mascot a dog that wandered into the station's offices. L. B. Wilson, owner of WCKY, has named the pooch "Wicky".

TEN MINUTES—After police recently shot it out with bank robbers in Columbus, O., WBNS was airing an on-the-scene broadcast. John Neblett and Russ Canter, WBNS announcers, are conducting the interviews near the stations mobile shortwave transmitter, WJLF.

KABC, in San Antonio, Moves Into New Quarters

KABC, San Antonio, moved this month to new studios on the second floor of the Milam Bldg., where it installed new Western Electric speech input equipment. Three studios are included in the layout, auditorium, solo and announcers' studios providing for all program needs. New RCA dual speed turntables have been placed in operation, and news is received from Transradio.

Personnel is unchanged, with William McCabe, who recently returned to San Antonio after several years with major stations on the West Coast, as the KABC general manager. Other officers are Charles Belfi, studio manager; G. P. Rumble, formerly of WNEW, New York, chief engineer; Pearl Sohn, in charge of commercial continuity. On the announcing staff are Guy Savage, John Alderman and Charles Belfi. The control force includes Fred Neidert, Travis Chapman, Stanley Cox, K. C. Cates. In the commercial department are W. E. Remy, Sam Goldfard, Pat Baxter, Tony Mennella and John Sullivan.

PATENTS covering television devices were issued by the U. S. Patent Office Feb. 8 to Vladimir K. Zworykin (No. 2,107,464) and to Philo T. Farnsworth (No. 2,107,782). Former assigned his patent to RCA and latter, whose patent covers a radiation frequency converter, developed in collaboration with Donald K. Lippincott, Larkspur, Cal., assigned to Farnsworth Television Inc., San Francisco.

Equipment

COLLINS RADIO Co., Cedar Rapids, Ia., has sold the following transmitters to these stations: 20 H, 1,000-watt to WSFA, Montgomery, Ala.; 300 F, 100-250-watt, to WHAI, Greenfield, Mass.; 20 H, 1,000-watt, to KLPM, Minot, N. D.; 300 F, 100-250-watt, to KALB, Alexandria, La.

BENDIX AVIATION EXPORT Corp. announces the appointment of H. F. McEnness as special European representative and the opening of a new Paris office at 51 Ave. George V. Headquartered in Paris, Mr. McEnness will cover the British Isles, the Continent and the Near East.

WMFF, Plattsburg, N. Y., has installed Proctor-Fairchild recording equipment and a Gates audio compressor.

KGVO, Missoula, Mont., recently placed in operation its new Truscon radiator antenna.

GENERAL ELECTRIC Co. has issued bulletins explaining its radio transmitter capacitors for amateur radio equipment and D-C pyranol capacitors for radio and X-ray equipment. The capacitor for amateurs is 2,000 volts, 5 microfarad.

WEW, St. Louis, has tentatively purchased an RCA 1-G 1,000-watt transmitter contingent upon being granted a construction permit by the FCC for such an installation.

WCAU, Philadelphia, has purchased an RCA 100-F ultra-high frequency broadcast transmitter.

GILBERT BRAUN, New York, is offering as a service to program producers a portable sound library, equipped to produce any sound required, "from a hurricane earthquake to a super dynamo". Customers for the new service include Sound Reproductions Inc., headed by Eugene Bresson, and E. V. Brinckerhoff Inc., New York.

WGL, Fort Wayne, went on the air Jan. 29 with 250 watts daytime power, using a new transmitter installed last year.

Hazeltine Television

HAZELTINE SERVICE Corp., New York, on Jan. 21 applied for a construction permit for a new television station to operate in the bands 42,000-56,000 and 60,000-86,000 kc. with 125 watts. The organization holds numerous basic radio patents.

WGIL are the call letters assigned for the new 250-watt daytime station on 1500 kc. at Galesburg, Ill., authorized Jan. 19 by the FCC [BROADCASTING, Feb. 1].

WAVE BRINGS 'EM BACK ALIVE AND SOLD!

According to a recent one-week program check, Louisville merchants seeking live prospects by radio use nearly six hours on WAVE for each *one hour* on any other Louisville station! These merchants *know* that the 355,350 souls who live right here in Jefferson County (Louisville) furnish the bulk of the Louisville Trading Area's buying power—that WAVE brings these people to the local merchants' doors, and *keeps* them sold at *low cost*, without waste! An N.B.C. Outlet.

NATIONAL REPRESENTATIVES: FREE & PETERS, INC.

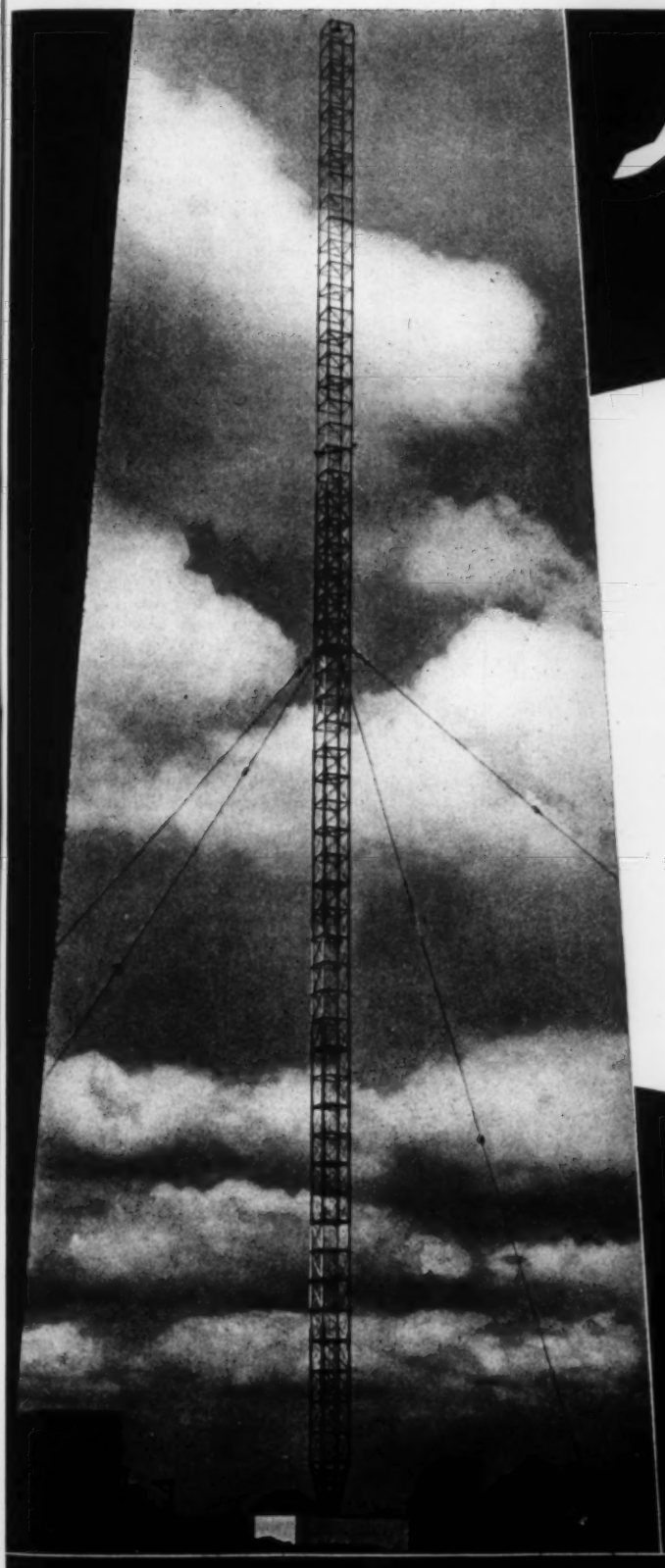
STATION WAVE
INCORPORATED
LOUISVILLE, KY.
1000 WATTS . . . 940 K. C.

Deserving its strong listener loyalty and top position in this 16-county

Bright Spot Market

WSYR
SYRACUSE

N.B.C.



Leadership

★ From the very beginning, Blaw-Knox Antennas have been intimately associated with the growth of Radio.

The first Vertical Radiator was a Blaw-Knox development.

The most advanced designs in up-to-date Radiator construction contributing to present broadcasting efficiency are concededly Blaw-Knox.

BLAW-KNOX DIVISION
OF BLAW-KNOX COMPANY

2038 Farmers Bank Building
Pittsburgh, Pa.

★

IF YOU PLAN TO INCREASE THE EFFICIENCY OF YOUR ANTENNA . . . . . IT WILL PAY YOU TO CONSULT **BLAW-KNOX**

BLAW-KNOX VERTICAL RADIATORS

Did

You Ever Play "Hide-go-seek"

. . With Your Copies of BROADCASTING ?

Unfortunately, copies of BROADCASTING do get misplaced. Especially around a busy office—when you need them most. Remember when that happened to you? But the remedy is simple. Just order one of the new, specially constructed binders, large enough to accommodate every issue throughout the year.

$2.50 POSTPAID

Your name in gold 25c extra

BROADCASTING

Broadcast Advertising

National Press Building
Washington, D. C.

New WGAU, in Athens, To Take the Air April 1

ITS EQUIPMENT ordered, the new WGAU Athens, Ga., 100 watts night and 250 watts day on 1310 kc., expects to be on the air on or about April 1, according to A. Lynne Brannen, one of the five equal partners in the group which was authorized last Dec. 31 to construct the station to replace the old WTFI of that community which was moved into Atlanta last year and is operating there as WAGA. Mr. Brannen, former manager of WTFI and before that with KWKH, KWEA and WATL, will manage the new station.

Collins transmitter equipment and a vertical radiator will be installed. A feature of the studios will be the color scheme of all equipment, which will be red and black, those being the colors of the University of Georgia, located in Athens. Call letters were also selected to designate Georgia University. Melvin Gorman will be assistant manager and studio director, and the rest of the staff is now being mustered. With Mr. Brannen as partners in the enterprise are Dr. J. K. Patrick. druggist; Tate Wright, attorney, and chairman of the Clarke County Board of Commissioners; C. A. Rowland, seed merchant and Earl B. Braswell, publisher of the *Athens Banner-Herald.*

INTERNATIONAL Radio Sales, newly-organized station representative division of Hearst Radio Inc., New York, has issued a booklet describing its services and facilities. Photographs of personnel in each office are included.

CLARENCE—Thought to be radio's first ventriloquial dummy, posed for this picture in 1927, a year after he started broadcasting. Harry Lawrence, Clarence's vocal director, kept him company on the air until 1929, when Lawrence joined NBC's writing staff and Clarence retired. Lawrence now writes the *Kaltenmeyer's Kindergarten* series.

Oldest CBS Affiliate

WJAS, Pittsburgh, which claims to have been the first CBS affiliate station, having signed in 1928, on Feb. 13 extended its affiliation with the network for five years. The contract was signed by Hugh J. Brennan, president, with Herbert V. Akerberg, CBS vice-president.

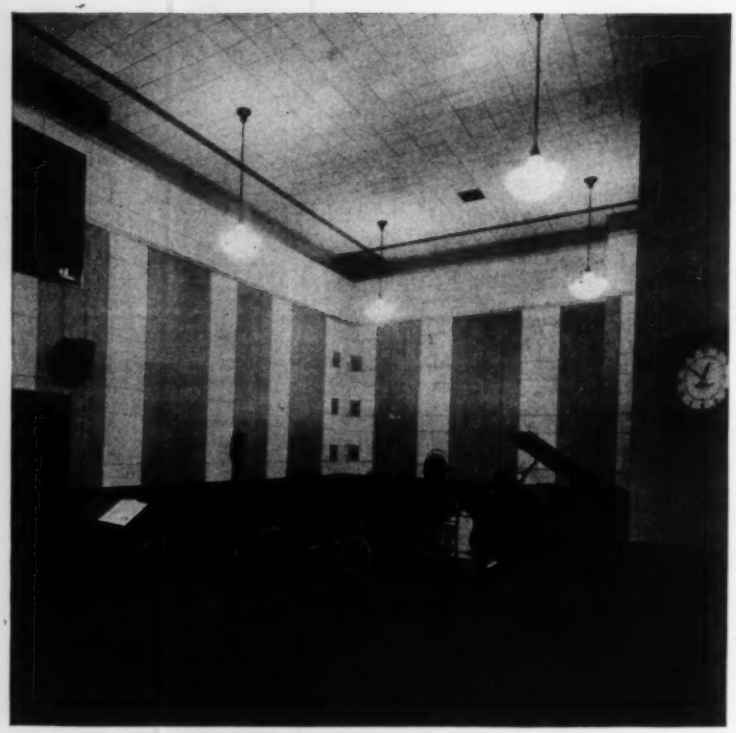
HOLLYWOOD PLANT OF NBC FLEXIBLE

NOT KNOWING if the trend toward Hollywood will continue, NBC is building its new studios in that city accordingly, Lenox R. Lohr, president of the network, announced when on the West Coast in early February for a series of conferences with Don E. Gilman, western division vice-president, and other executives. He pointed out that a short time ago Hollywood was just a flag stop as far as radio was concerned, but today it is an important broadcasting center.

"In spite of the fact that we are erecting a large new Hollywood building, it will not take care of half the shows," he said. "We are doing this with our eyes wide open. For the present we will retain our Melrose Ave. plant and operate it in conjunction with the new studios. This is not particularly efficient operation because studios, controls and personnel are divided, but until we find out definitely whether the trend toward Hollywood is going to continue, we will operate this way. Our new Hollywood building may be big enough, if the shows go back to New York, to take care of our needs. If not, and if in a year or so we find that more shows are coming out here, we will abandon the Melrose Ave. building and enlarge our new location. We have five acres of ground at Sunset Blvd. and Vine St."

Mr. Lohr announced that the official name of the West Coast headquarters will be known as Hollywood Radio City.

WCAE BACKS FACTS WITH ACTS



Serving the public interest

REBUILDS STUDIOS; STARTS AD SERIES

Pittsburgh, Pa.—WCAE acted effectively in past ten days to increase its lead in Pittsburgh radio.

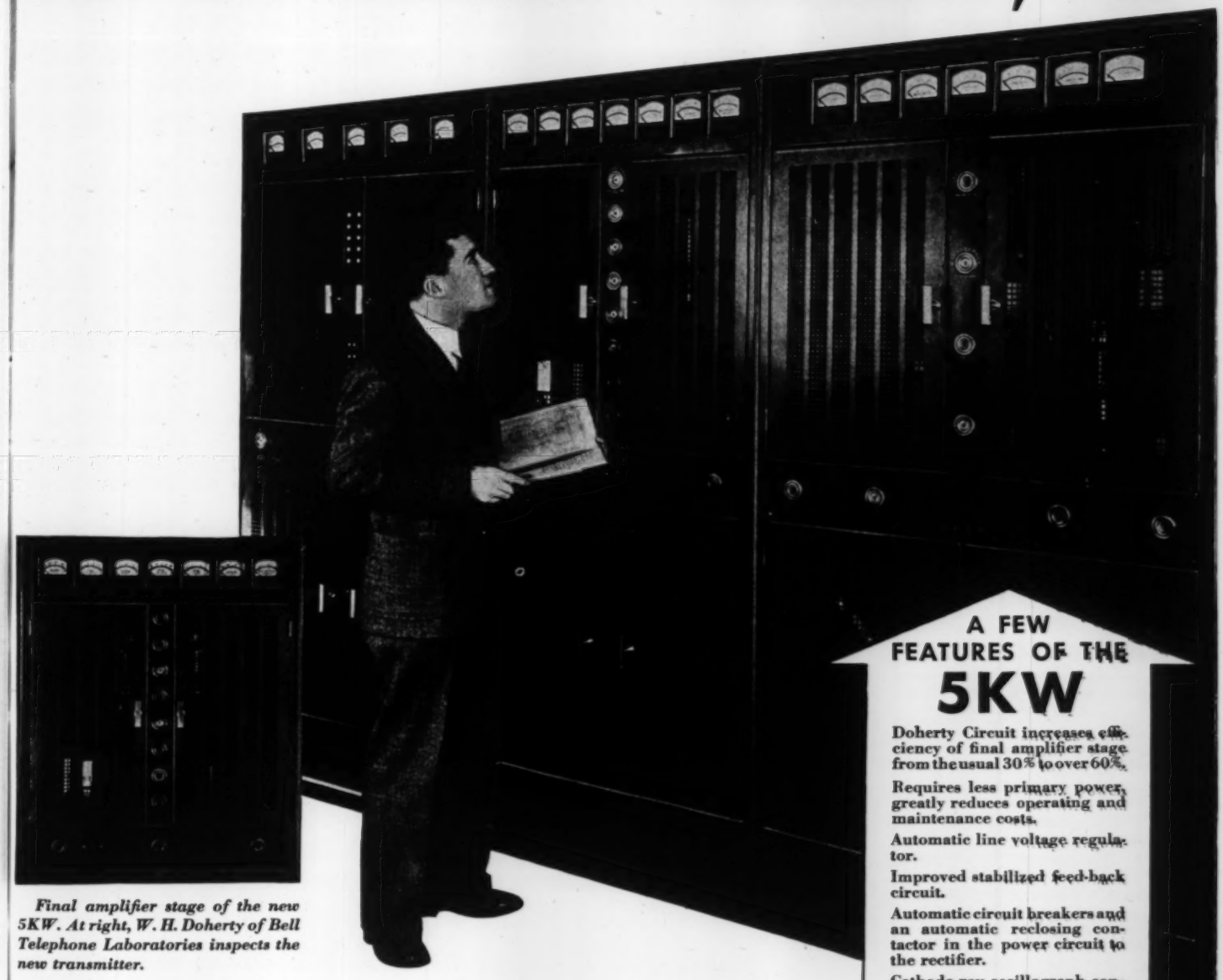
Studios were completely rebuilt with latest acoustical material as station started daily and Sunday Pittsburgh newspaper advertising campaign. Ads will run for a year.

WCAE is using daily copy, listing PRODUCT advertised in commercial programs, along with five column smash display on Sundays. Latter stresses number of poll-winning features in Pittsburgh's favorite station.

Buy WCAE in Pittsburgh and get the MOST for your radio dollar!

WCAE, PITTSBURGH, PA., NBC-RED
INTERNATIONAL RADIO SALES
20 E. 57th St., N. Y. C.

Western Electric's NEW 5KW has the DOHERTY CIRCUIT, too!



Final amplifier stage of the new 5KW. At right, W. H. Doherty of Bell Telephone Laboratories inspects the new transmitter.

A FEW FEATURES OF THE 5KW

Doherty Circuit increases efficiency of final amplifier stage from the usual 30% to over 60%.

Requires less primary power, greatly reduces operating and maintenance costs.

Automatic line voltage regulator.

Improved stabilized feed-back circuit.

Automatic circuit breakers and an automatic reclosing contactor in the power circuit to the rectifier.

Cathode ray oscillograph connections in all important circuits.

Engineered to permit increase in power to 10KW, 50KW and 500KW by adding selected apparatus.

"ASK YOUR ENGINEER"

In the new 5KW (as in the new 50KW) the famous Doherty Circuit increases power amplifier efficiency by more than 100% — cuts operating and maintenance costs—saves space. One more proof that Bell Telephone Laboratories and Western Electric are continuing to set the pace in better equipment for broadcasters!

Western Electric

Distributors:
Graybar Electric Co., Graybar Bldg., N.Y.
In Canada and Newfoundland:
Northern Electric Co., Ltd.
In other countries:
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RADIO TELEPHONE BROADCASTING EQUIPMENT

Your Recording Requirements Demand

- Turntable Performance at 33 1/3 RPM equal to that of the finest transcription tables.
- High Recording Levels to reduce surface noise in the playback

AND

- Quality acceptable for "high fidelity" broadcast purposes, as well as auditions.

The New Fairchild Recorder

WITH

Center Drive turntable and Synchronous Motor guarantees that "Fourteen minutes and twenty-nine seconds" of recorded disc will play back in exactly the same time.

Crystal Cutter Head, by Fairchild, puts a higher signal level on the record, thereby reducing surface noise materially.

AND

Fairchild users expect and GET quality that meets the highest broadcast requirements.

It Sounds As Good As It Looks

1. Precision in design and performance.
2. Sufficient Mass and consequent inertia to completely neutralize any tendency to "resonance" in the cutter head.
3. Equal spacing of grooves (avoids "echo") at 90, 110, 130, or 150 lines per inch and easily varied depth of cut, from inside or outside without extra feed screws or parts—the "last word" in flexibility.

For further information address

SOUND EQUIPMENT DIVISION

FAIRCHILD AERIAL CAMERA CORPORATION

88-06 Van Wyck Blvd. Jamaica, Long Island, N. Y.

Studio Notes

DURING the recent infantile paralysis campaign, KRLD, Dallas, raised more than $1,000 by presenting its talent at a community sing in a large local church and by airing many spot announcements of this special program. V. O. Stamps, singer of sacred songs on KRLD, conceived the program idea as a means of reaching those listeners who were not interested in attending the President's Ball.

KGGM, Albuquerque, on Feb. 26 will dedicate its new studios in the KiMo Bldg., occupying the entire second floor. The acoustically treated studios include one seating 50 spectators augmented by a smaller announcer's studio used for solo programs, and a control room which can be used for auxiliary purposes. Increased office space includes audition rooms, rehearsal and continuity rooms as well as executive offices. Construction was supervised by Mike Hollander, KGGM general manager.

ORIGINATING at WBAL, Baltimore, Mutual network on Feb. 11 broadcast the opening of the North American Sports Garden and Outdoor Life Show. Bob Edge, as master-of-ceremonies, introduced Governors Harry W. Nice of Maryland, Homer A. Holt of West Virginia and George H. Earle of Pennsylvania, and Mayor Howard Jackson of Baltimore.

IN COOPERATION with the Economic Policy Committee, a nonpartisan group for the dissemination of information about international trade, NBC on Feb. 6 started a series of programs, *Paths to Prosperity*. Secretary of State Cordell Hull spoke on the first broadcast, from Washington. Edward Tomlinson, authority on international affairs, acts as chairman of the broadcasts.

KSFO, San Francisco, has wired the Gold Room of the Palace Hotel, one of the bay city's largest hostelries, for audience shows. The room seats 600 persons. First broadcast was *My Secret Ambition*, CBS network show sponsored by Durkee's Famous Foods. A stage has been built with an overlooking glassed-in control room.

WHEN FIRE destroyed a $350,000 refinery in Enid, Okla., Feb. 4, KCRC, that city, was on the air with the details of the explosion five minutes after the alarm had been turned in by Charles Seiferd, KCRC announcer.

OBSERVING "Americanization Week" from Feb. 14-22, Salt Lake City's Chamber of Commerce is cooperating with KDYL in a series of programs designed to acquaint non-American born citizens the desirability of immediate naturalization. Program series will consist of prepared interviews with foreign born, and helpful questions and answers.

DUE TO a greatly increased production schedule, both local and for CBS network shows, KSFO, San Francisco, recently completed installation of a new control room, announcer's studio and duplicate transcription room. Western Electric 23A speech equipment was used.

CHILD RAISING is the problem dramatized in a new series called *Your Children and Mine* on KDAL, Duluth, Minn. The programs are given under auspices of the local parent-teachers' association.

WIOD, Miami, features Sam Parker on its program called *The Vagabond Microphone* and Sam recently interviewed British sailors aboard the *H.M.S. Apollo* when she docked in Miami.

WCLE, Cleveland, added five feeds to Mutual on Feb. 7, bringing the total feeds from WHK-WCLE on Mutual to 27. The new programs are *The World Traveler*, twice weekly, and *Reveries*, thrice weekly.

TO FAMILIARIZE the public with the Shrine Hospitals for Crippled Children and other charitable undertakings sponsored by Nobles of the Mystic Shrine, the organization has started to spot a series of 20 quarter-hour transcribed programs on more than 100 stations nationally. The series is being cut by C. P. MacGregor, Hollywood transcription concern, under supervision of Dick Connor, National Radio Director of the Shrine, Los Angeles. It is called the Shrine Temple Series. Each program, complete in itself, features Al Malaikah Shrine Band and Chanters of Los Angeles, with Connor as master-of-ceremonies, and includes a 1½-minute talk on an important phase of the Shrine's activities, which are nonsectarian.

NBC, San Francisco, recently closed its three studios on the roof of Hale Brothers department store, which it had been using for ten years, moving to the main studios in the Sutter Bldg.

WFAA, Dallas, is inserting traffic safety editorials in its news broadcasts. The editorials are supplied by the Texas State Highway Commission.

BOB EDGE, outdoor commentator of WOR, Newark, on Feb. 12 starts a new weekly sustaining series of sports programs, titled *Outdoors with Bob Edge*.

TWO creeks in the city limits of Rockford, Ill., ran wild following a two-inch rainfall recently, driving more than 500 persons from their homes and bringing WROK into action in a hurry. Its mobile transmitter was on the job early with Morey Owens, John McCloy and George Menard giving descriptions of dramatic rescues. The mobile transmitter was used at two spots during the day and the station stayed on the air with flood news most of the day. It acted as voice of the organized rescue agencies, relaying orders from police and sheriff and serving a need which could not have been filled any other way.

WRVA, Richmond, Va., is the only station broadcasting from the State House legislature, but feeds the programs to stations requesting it without mentioning the fact that its staff is picking up the proceedings so that stations may use their own identification.

WHEN fire that resulted in damages of $500,000 recently broke out in Evansville, Ind., John Caraway and Guy Crecelius were on the job to give complete coverage over WGBF and WEOA.

WCOA, Pensacola, has started a weekly series called *Meet the Artist Studio Parties*. Listeners throng the studios for personal introductions to staff artists who in turn interview the listeners.

KPFA, Helena, Mont., has coupled the output of the preamplifier of a remote electric organ to the broadcast circuit through a matching transfer to eliminate room noise, no microphone being used in the pickup.

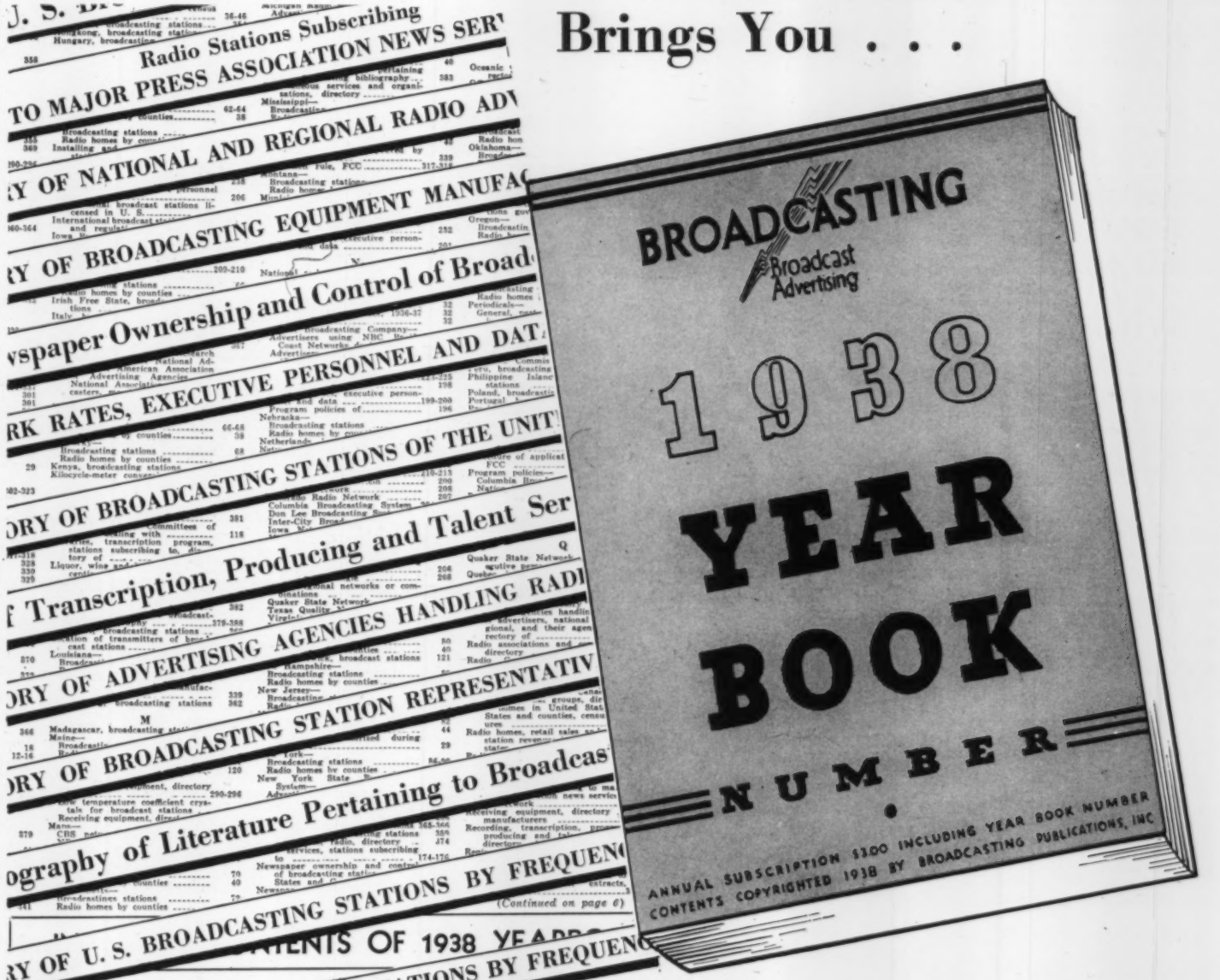
CONCORDIA College, Milwaukee, one of WTMJ's oldest sponsors with a record of broadcasting continuously for ten years over the station, celebrates its tenth anniversary on the air Feb. 20 with a special program.

KGVO, Missoula, Mont., has started a series called *Sponsors on Parade*, which not only plugs shows sponsored on KGVO but indicates the power of radio advertising to prospective time buyers.

WHK, Cleveland, has started a series of talks by A. A. Nigiosian, an expert on Oriental rugs. The Wednesday afternoon programs will include the history of weaving and the use of rugs in interior decorating.

WBNX, New York, on Feb. 5 started the *German Radio Club Hour*, under the direction of the American Assn. of Teachers of German. Students who have learned their German in New York colleges and high schools will present musical and literary programs.

NOW- Your Subscription to BROADCASTING Brings You . . .



BROADCASTING
National Press Bldg., Washington, D. C.

Send me BROADCASTING for one year and mail YEARBOOK Number at once.

Name .....

Address .....

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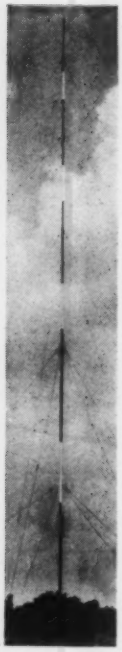
Firm ..... **Title** .....

☐ **$3 enclosed** ☐ **Send bill**

A COMPLETE INDEX OF COMMERCIAL BROADCASTING

They Call This An Antennae, too!



This unsuspecting myriapod doesn't know a wave-length from a microphone . . . but he enjoys every right to say his "antennae is efficient". And most likely those two projecting "feelers" will serve their purpose until "something better" comes along.

What about YOUR Antennae?

Did you know that *something better* HAS come along? An antenna new in *design* . . . new in *efficiency* . . . new in *economy*. No station engineer or executive can really afford to overlook the new possibilities that the new Lingo Tube Radiator has effected . . . and the new standards it has introduced to the broadcasting field. The *Lingo Vertical Tubular Steel Radiator* is the latest achievement in antenna performance . . . giving 97% EFFICIENCY AT HALF THE USUAL COST!

If you're interested in efficiency . . . reliability and lowered costs, send us necessary details on location, optimum performance required, and we can quote you *complete prices in advance* and also show you how Lingo can answer your radiator problem.

Write for our interesting brochure, "New Standards for Vertical Radiators". Of course, there is no charge or obligation.

JOHN E. LINGO & SON, INC. *Est. 1897* **CAMDEN, NEW JERSEY**

LINGO VERTICAL TUBULAR STEEL RADIATORS

Melody Puzzles Contest Draws 100,000 Scripts

AMERICAN TOBACCO Co.'s NBC-Blue show for Lucky Strike, *Melody Puzzles*, drew 100,212 scripts from the radio audience the first four weeks it was broadcast, and about 15,000 scripts on the first day of the fifth week. Listeners submit scripts in which the name of a current song hit is concealed. When the sketch is broadcast, members of the studio audience are asked to name the song. Prizes to correct guessers are $10; writers of the script receive $25.

Scripts submitted by listeners in the week following the first broadcast Jan. 10 totalled 16,334. The second week this figure doubled, reaching 31,343; the third week the total was 24,422; the fourth, 28,-113, and on the first day of the fifth week the incomplete count shows 14,675 scripts received. The program also was carried on WOR, Newark, the first three weeks. It started on NBC four days after it was booked. Agency is Lord & Thomas, New York.

Changed Specifications Delay Television Start By CBS Until Summer

CBS experimental television broadcasts, which the network had hoped to start early this year, will not begin until the latter summer of this year at the earliest. Changes in specifications for transmitting equipment mean that RCA will not have the transmitter ready for inspection before April, and its installation in the Chrysler Tower and preliminary testing will occupy several months.

Plans for the television studios in Grand Central Palace have also undergone considerable change. Instead of building permanent studios, as was originally proposed, the plan is to leave space more or less open, using portable scenery and effects until such time as experimental broadcasts may provide data for permanent television studios. The feeling is that it will be easier to start with a large space and condense as necessary, than to construct a number of smaller studios which might soon have to be demolished and replaced.

Gilbert Seldes, CBS director of television programming, and Dr. P. C. Goldmark, in charge of television research for the network, are continuing their pre-broadcasting studies.

Meanwhile, any hopes of commercial television in the near future are being discouraged by all companies experimenting in the receiving set field. In the first place, they are fighting the growing attitude of owners of obsolete sound receivers to put off replacing them with modern receivers on the theory that they might as well wait for television. Another reason is to discourage premature sale of television stock to the public.

Harbord World Tour

MAJ. GEN. JAMES G. HARBORD, board chairman of RCA, left Feb. 14 for Los Angeles, where he will sail March 2 on the *Monterey* on a trip around the world, inspecting RCA facilities and services. He will stop at Hawaii and New Zealand before arriving at Sidney, Australia, where he will be guest of honor at the World Radio Conference, April 4-14.

Networks Agree to Stop Monthly Billing Reports

AGREEMENT to stop issuing monthly gross billing figures was reached by NBC and CBS early this month at a meeting attended by Victor M. Ratner, director of sales promotion, and Dr. Frank Stanton, manager of the research division, CBS, and E. P. H. James, manager of the promotion division, and H. M. Beville Jr., chief statistician, NBC. MBS was not represented at the session but it later announced that it would concur and would likewise withhold its billings from publication.

Networks will continue to furnish expenditures of individual advertisers to Publishers' Information Bureau, however, so that this information will be available to advertisers and agencies subscribing to that service.

Mutual gross billings for January, before agency and frequency discounts, totaled $267,612.94. Mutual's earned rate billing for December, 1937, was $214,038 and in January, 1937, $212,966.

New Series for NAM

A NEW series of weekly programs for the National Association of Manufacturers is being transcribed by NBC Transcription Service, it was announced Feb. 11. The 15-minute recordings present discussions of current events and trends in the economic picture by George E. Sokolsky, writer, lecturer and commentator, and are being offered on a sustaining basis to one station in each community. NBC said more than 235 stations already have scheduled the series.

Vis-O-Phone Portable

VIS-O-PHONE SALES Co., Chicago, will market a portable turntable which can be carried by station salesman to play transcriptions for prospective sponsors. One model will weigh not more than 20 pounds with other models ranging from 18 to 35 pounds. The turntables will be complete with microphones and two speeds. National sales representatives for Vis-O-Phone is Radiad Service, 612 N. Michigan Ave., Chicago.

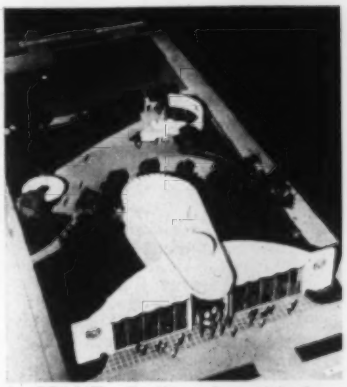
Columbia U. Program

FOR the fourth consecutive year Columbia University alumni meetings in 96 foreign countries and about 75 alumni groups in this country heard NBC's broadcast of proceedings of the tenth annual "Round-the-World Columbia Day" on Feb. 12. Nicholas Murray Butler, president of the University, spoke. In addition to the NBC-Red network, the program was broadcast on shortwave station W2XAD, Schenectady.

Rap-I-Dol Test

RAP-I-DOL Co., New York (hand lotion), on Feb. 8 started *Linda's First Love*, quarter-hour WBS transcription, on WJSV, Washington. The program is heard Tuesdays, Thursdays and Saturdays, placed by Erwin, Wasey & Co., New York.

THE basketball team of BROADCASTING magazine defeated the WFBR quintet in Baltimore Feb. 10. Score: 41 to 36.



A GIANT—Radio tube, 136 feet long on a base 190 feet wide, will house exhibits of Radio Corp. of America and its subsidiaries at the New York World's Fair, 1939. Construction will begin about April 1.

RCA's Exhibits at Fair To Be Inside Giant Tube

MODELED on the lines of a giant radio tube will be the two-story building to house RCA and NBC exhibits at the 1939 World's Fair, according to plans announced Feb. 6 by David Sarnoff, RCA president, and Grover A. Whalen, president of the fair corporation. The "tube" will be 136 feet long, its narrow end resting on a base 190 feet wide. This base will comprise the front of the building, which will be entirely of glass. At the rear will an an outdoor display space, set in trees and fountains. Architects are Skidmore & Owens, New York, with Paul Cret as consultant. Construction will be begun about April 1. Services offered by all RCA companies, including experimental television performances, will be displayed.

Novik Heads WNYC

MORRIS S. NOVIK, former manager of WEVD, New York, became manager of WNYC, New York municipal station, on Feb. 9 under F. J. H. Kracke, commissioner of plants and structures. The oath of office was administered by Mayor LaGuardia. Mr. Novik is secretary of the New York County Committee of the American Labor Party. His post pays $7,500 a year. The $4,200 post of program director, from which Christie Bohusack was recently dismissed, remains unfilled.

TULSA DRUGGISTS Join Merchandising Plan Started by KTUL

MERCHANDISING plan, whereby 50 independent local druggists of Tulsa, Okla., sponsor an institutional program on KTUL and promote the sale of drug items advertised on other KTUL programs, has been announced by Buryl Lottridge, KTUL promotion manager.

The 50 druggists, members of the Tulsa Retail Drug Assn., sponsor a five weekly afternoon program on KTUL designed to outline the consistent, personal service given by an independent druggist and the part he plays in the community. This program advertises no particular product.

They have agreed to cooperate with KTUL in displaying merchandise advertised on other drug programs, to furnish confidential information on the sale of any particular item and its competitor, to survey their customers on listener response. An outline of the position held by each drug item in the local market has been prepared by KTUL. Wholesalers and manufacturers are asked to send display material to KTUL for placement with the drug stores.

The plan has been tested with Pine Balm and Colgate toothpaste with satisfactory results, according to KTUL.

DON KERR, master of ceremonies and announcer of WMCA, New York, on Feb. 20 will be presented with a pair of diamond studded gold wings by the Flying Devils Squadron of Floyd Bennett Airport, having been chosen as the squadron's favorite m. c.

A TRIP TO Washington

FIRST of all, reserve your room at the hotel best suited to your convenience and purpose when in Washington — the modern, downtown, Willard, "The Residence of Presidents."

A major building program, just completed, makes the Willard Washington's newest in equipment and beauty.

The WILLARD HOTEL
"The Residence of Presidents"
WASHINGTON, D. C.
H. P. SOMERVILLE, Managing Director

RADIO STATION GOES TO SEE!

THE MID-OCEAN AND COLONIAL GOVERNMENT GAZETTE
HAMILTON, BERMUDA, SAT., JAN. 22nd, 1938

Baltimore Radio Group Here to Make Bermuda Recordings

Members of Station WFBR Fly Here For Promotion Stunt

RE-BROADCASTS NEXT

Three members of the st... Baltimore Radio Statio... rived here yesterday ... the Pan American ... Clipper to make ... cast interview ...

Bermuda Broadcasts To Be Heard From Baltimore Next Week

Transcribed Interviews Will Be Featured Over Station WFBR

PARTY LEAVES SUNDAY

Three complete Bermuda broadcasts were electrically recorded yesterday afternoon and this morning in a room at the Hamilton Hotel by the three members of the Baltimore Radio Station WFBR, who flew to this country P. A. A. Bermuda Clipper ... dnesday to collect data for ... series of "Bermuda by Day ... and "Bermuda by Night" ... grammes which will ... cast from the ... next ...

Showmanship-- that's why-- IN BAL... THEY L...

WFBR
MARYLAND'S PIONEER BROADCAST STATION
BASIC N.B.C. RED NETWORK
National Representatives EDWARD PETRY & CO. NEW YORK · CHICAGO SAN FRANCISCO DETROIT

WTAR
VIRGINIA'S OLDEST BROADCASTER
NORFOLK - VIRGINIA
National Representatives · EDWARD PETRY & CO.

AAAA Pacific Branch

THE American Association of Advertising Agencies has established a new sectional council, called the Pacific Council. The present Western Council will be known as the Central Council. Officers and governors of the new council are: For one year, David M. Botsford, Botsford, Constantine & Gardner, Portland, chairman; Hunter H. Vinton, Gerber & Crossley Inc., Portland, secretary-treasurer; for two years, Edmun M. Pitts, J. Walter Thompson Co., San Francisco, vice-chairman; August J. Bruhn, McCann-Erickson Inc., Los Angeles; Richard P. Milne, Milne & Co. Inc., Seattle.

THE KID'S NO DUMMY
WHAT'S OUR LEADING FOREIGN LANGUAGE STATION
WBNX
WBNX NEW YORK
1000 WATTS DAY AND NIGHT
The Station that Speaks Your Language

Agencies

JESSIE ELIZABETH CHURCH, formerly with WIBM, Jackson, Mich., has joined Aircasters Inc., Detroit agency. A home economist, script writer and announcer specializing in women's problems, she joined Aircasters as account executive in charge of production of all women's programs.

ROBERT BRAUN, who resigned as manager of the Thomas Lee Artists Bureau, Hollywood, on Jan. 31 has joined the Small Co. talent agency, that city, as head of its radio department.

JOHN CHRIST, of J. Walter Thompson Co., Hollywood staff, has taken over production of the NBC *Baker's Broadcast*, sponsored by Standard Brands Inc. (Fleischmann's yeast). He succeeds Robert Brewster who is now handling production of *Those We Love*, sponsored by Lamont, Corliss & Co. (Pond's), on NBC-Blue. Lynn McManus continues to write *Baker's Broadcast*.

N. E. KEESELY, of the radio department of N. W. Ayer & Son, has been appointed assistant secretary of the New York corporation.

BACHENHEIMER, Dundes & Frank Inc., New York, on Feb. 1 changed its name to Dundes & Frank Inc., with the resignation of M. F. Bachenheimer, who has become a vice-president of H. W. Fairfax Adv. Agency, New York.

MYRON T. KIRK, who recently joined Famous Artists Corp., Beverly Hills, Cal. talent agency, has been elected vice-president in charge of radio. He held a similar executive post with Ruthrauff & Ryan, New York.

McKee to Erwin, Wasey

HOMER McKEE, president of the Chicago advertising agency bearing his name for the past 21 years, has joined the Chicago office of Erwin, Wasey & Co., as vice-president. Robert McKee, secretary-treasurer of the McKee agency, also joined Erwin, Wasey in an executive capacity. Accounts moving to Erwin, Wasey with Mr. McKee are Bunte Bros. Candy Co., Allstate Insurance Co., Hercules Life Insurance Co. and Sears, Roebuck & Co. (printed media advertising), all of Chicago. Radio advertising of Sears, Roebuck & Co., is still handled by Blackett-Sample-Hummert, Chicago.

NED MIDGELEY, time buyer, BBDO, New York, left Jan. 29 for a visit to stations on the West Coast, to be gone almost a month.

JAMES CECIL, president of Cecil, Warwick & Legler, New York, is in Los Angeles to supervise the Mutual network program *Hour of Romance*, with Eddy Duchin's orchestra, which has been emanating from the West Coast since Feb. 1 under sponsorship of Elizabeth Arden.

RICHARD PRATT, with Charles W. Hoyt Co., New York agency, for the past year, has been appointed assistant to Everett W. Hoyt, radio director.

JACK LOUCKS, formerly with E. Katz Special Adv. Agency, New York, has joined Blackett-Sample-Hummert, Chicago, as assistant to George R. McGivern, media director. Mr. Loucks was also with the Bill Brothers Pub. Co., working on *Sales Management*.

CHARLES SILVER & Co., Chicago agency, has moved from 612 N. Michiban Ave. to larger quarters at 737 N. Michigan Ave.

EDWARD LASKER, New York executive of Lord & Thomas, was in Hollywood in early February to confer with Tom MacAvity, the agency's manager in that city, on future plans for the NBC *Your Hollywood Parade*, sponsored by American Tobacco Co.

WILLIS KINNEAR and Louis Landfield have joined Hillman-Shane Adv. Agency, Los Angeles, as account executives, and will service radio along with other media.

PAT WEAVER, Young & Rubicam, production supervisor on the NBC *Hollywood Mardi Gras* program, sponsored by Packard Motor Car Co., is in New York for a month for a series of conferences with agency executives on the sponsor's summer activities. Agency has transferred Charles Flesher from its Hollywood production staff to San Francisco to produce the five weekly NBC *Hughesreel*, sponsored by Borden Co. (condensed milk). Glenhall Taylor has taken over his production assignment on the CBS *Phil Baker* program sponsored by Gulf Oil Co. from Hollywood.

GEORGE McGARRETT, production man who has been working on Fred Allen's show for Bristol-Myers, has resigned from Young & Rubicam to join Lord & Thomas, where he will handle American Tobacco shows. On Feb. 14 Pat Weaver, a Young & Rubicam production supervisor, who has been in charge of Phil Baker's Gulf Oil program and Packard Motor Car Co.'s program on the coast, was transferred to New York and took over direction of the Fred Allen show.

R. D. HOLBROOK of Compton Adv. Inc., New York, has been elected a vice-president and member of the board of directors.

THORNTON PURKIS, Toronto advertising agency, announces the formation of a new Montreal affiliate to be known as Thornton Purkis, Teale & Purkis. W. Thornton Purkis, son of Thornton Purkis, and John Teale of Stevenson & Scott, Montreal, are the new partners, with offices at 231 St. James St. West.

HENRY SOUVAINE Inc., New York, has appointed Earl G. Thomas as general manager in charge of sales.

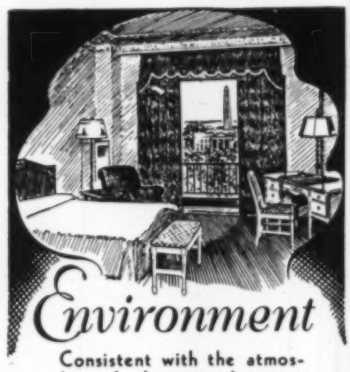
It's All Different Now, Agency Director Asserts

THE sponsor's sister-in-law who studied voice and the agency office boy who could whistle may be on amateur hours but they no longer are broadcasting regularly, Frank Ferrin, radio director of Henri, Hurst & McDonald, Chicago, told salesmen of a client in a recent address.

"Too many factors are involved for a sponsor to take chances with his program," said Mr. Ferrin. "Radio time and talent are too costly for gambling, and a product's good name cannot be subjected to a guessing game. In the novelty stage of radio more than a decade ago, people would listen to almost anything and almost anything went. Because radio passed almost overnight from a strictly entertainment medium to an advertising medium, the sudden change was marked by amazing productions. Sponsors who usually left their advertising problems to agency experts had a regular field day. Certain selections had to be played because they were chosen by the sponsor's Aunt Emma, and the voice of the amateur was heard in the land. That's all different now.

"Hand in hand with the amazing technical improvements in radio have come equally striking improvements in production and salesmanship. A new showmanship was introduced. A special technique was evolved for presenting the sales message. Careful studies were set up for surveying listener reactions. As a result, the advertiser who today trusts his selling job to radio will find efficient men to present it to the public."

In Washington



Consistent with the atmosphere of a distinctive location, the luxurious comfort, dignified service, and superior cuisine of the Hay-Adams House blend into an environment that parallels the tastes of discriminating travellers. Hay-Adams rates make any other choice a poor economy.

Completely Air-Conditioned

RATES FROM $3 SINGLE $4.50 DOUBLE

HAY-ADAMS HOUSE

SIXTEENTH AT H STREET

Opposite the White House
Overlooking Lafayette Park

WASHINGTON, D.C.

The Key To Your Sales Problem In The Rich Southwest

Radio Station

KFH

Wichita, Kansas

KFH

WICHITA, KANSAS

Basic Supplementary, CBS

National Representative, EDWARD PETRY & CO., Inc.

Reps

INTERNATIONAL Radio Sales, New York station rep, has been named exclusive national representative of WDRC, Hartford, Conn., and WORC, Worcester, Mass., according to Murray Grabhorn, INS general manager.

WEED & Co., New York station reps, has been named American representative of the following Canadian stations: CKPR, Fort William, Ont.; CFAR, Flin Flon, Man.; CKBI, Prince Albert, Sask., effective immediately, and CHNS, Halifax, N. S., effective Feb. 21.

JAMES BINGHAM, of the Chicago office of Howard H. Wilson Co., Chicago, and Helen May Sensenbrenner, of Neenah, Wis., were married in Chicago Feb. 5.

HUGH K. BOICE Jr., formerly with the New York office of Transamerican, on Feb. 21 will join the New York sales staff of Free & Peters Inc.

E. KATZ Special Advertising Agency has been appointed as the exclusive national representative of KANS, Wichita.

KVOA, Tucson, Ariz., has appointed Walter Biddick Co., Los Angeles, its Pacific Coast representative.

KMBC was inadvertently listed as being represented by the Howard H. Wilson Co., Chicago, in the Feb. 1st issue of BROADCASTING. It should have read KMPC. Three Michigan stations being represented by the Wilson firm were also unintentionally omitted. They are WKZO, WJBK and WBCM.

Schillin to WINS

A. B. SCHILLIN, president of Schillin Adv. Corp., New York, on Feb. 8 resigned to become sales manager of WINS, New York, where he started Feb. 15 under contract. Mr. Schillin has been actively engaged in radio advertising for the last five years. He will take most of his sales organization to the station with him, including S. Fink, W. Kaufman, M. Proyan, Al Carter, A. Bratter, H. Finfer, C. Kracht, and N. W. Beck. The agency, meanwhile, will continue until the expiration of present contracts. Louis Tappe, radio director, and Gertrude Friedlander will handle accounts, which run for six or eight months; both will then join WINS, and the agency will be dissolved. The firm was formerly known as Bess & Schillin until the resignation of Herman Bess 18 months ago to become sales manager of WNEW, New York.

Lucky Spot Series

AMERICAN TOBACCO Co., New York (Lucky Strike cigarettes), on Feb. 13 started an announcement campaign in New England. One-minute RCA transcriptions of the call of the tobacco auctioneer, which opens the Lucky Strike network broadcasts, have been placed by Lord & Thomas, New York, for use 10 times weekly for 13 weeks on the following stations: WTIC WNAC WICC WTHT WFEA WLBZ WCSH WMAS WNBX WEAN.

THE *University of Chicago Round Table* on NBC-Red, oldest educational program still on the air, celebrated its eighth birthday Feb. 13.

Long to Radio Sales

APPOINTMENT of Dewey H. Long, former sales manager of WBT, Charlotte, as director of a new office of Radio Sales, division of CBS, opened in Birmingham, was announced Feb. 2 by CBS. WAPI, Birmingham, recently joined CBS and also has pending a long-term lease arrangement under which CBS would operate the station. Mr. Long will handle radio sales activities in the deep South as well as WAPI's national spot.

Mr. Long

Field Joins WPTF

Mr. Field

APPOINTMENT of John H. Field Jr., of Free & Peters, Inc., and vice-president of the affiliate company, Free, Johns & Field Inc., as sales manager of WPTF, Raleigh, was announced Feb. 9 by Richard H. Mason, general manager. Mr. Field assumes his new post March 1. Well-known in advertising Mr. Field was formerly connected with Scott Howe Bowen Inc., in the earlier days of station representation and also has had extensive experience in the sale of advertising with both the *New York Times* and the *New York World*. He succeeds Royal Penny, who recently joined WBT, Charlotte, as sales manager.

CBS Earnings Up

A PRELIMINARY report Feb. 2 to stockholders of CBS, setting forth earning figures for 1937 that are still subject to audit, indicates that net earnings for the year were approximately $4,297,600, the equivalent of $2.52 per share, as compared with net earnings of $3,755,500, equivalent to $2.20 per share, shown for the fiscal year ended Jan. 2, 1937. Per share earnings for both years are calculated upon the 1,707,950 shares of $2.50 par value now outstanding or to be outstanding upon completion of exchange of the old $5 par value stock. CBS during 1937 sold $28,722,118 worth of time, a 24% increase over its 1936 total of $23,168,148 [BROADCASTING, Jan. 15].

Broker's Survey Reveals Radio Far in the Lead

TO TEST the actual number of new accounts resulting from its program of market quotations on WBZ, Boston, Paine Webber Co., New York brokerage firm, recently mailed questionnaires to 175 of its new clients.

Among the questions were two designed to indicate the extent to which radio or newspaper advertising had resulted in the accounts. Of the 91 replies received it was found that accounts totaling $40,385 had resulted from the radio advertising while accounts amounting to $6,025 were traceable to newspaper advertising.

THE Pacific Coast edition of the *Wall Street Journal*, published in San Francisco, is now listing radio programs of interest to business men in a new column.

GOING PLACES!

WAIR's rapid progress is, in a large degree, due to its determination to give to the people in its territory exactly the type and quality entertainment they demand, plus a news service that is second to none.

For Sales at a Profit

WAIR

Winston-Salem, North Carolina

Bryant, Griffith & Brunson
National Representatives

'BEST SHOW?' SURE – IT'S THE ONLY ONE!

WDAY is the one and ONLY network station in the entire Red River Valley—the richest section of the Northwest! In fact, the nearest chain station is more than 150 miles away!

Such a non-competitive set-up as this may seem incredible. It helps explain those miraculous success stories our advertisers are telling these days . . . • Shall we send you some of them—or will you ask Free & Peters?

WDAY, INC.

N. B. C.

Affiliated with the Fargo Forum

FREE and PETERS, INC. NATIONAL REPRESENTATIVES

FARGO N. D.

940 KILOCYCLES
5000 WATTS DAY
1000 WATTS NIGHT

WKZO

KALAMAZOO
GRAND RAPIDS
BATTLE CREEK

590 On the dial 1000 Watts

Michigan's No. 1 Test Market

Representative: HOWARD H. WILSON CO.
CHICAGO · NEW YORK · KANSAS CITY

Signoff Prayers

CALLING it the station's "expression of an editorial policy", Donald Flamm, president of WMCA, New York, announced Feb. 13 that WMCA would sign off with a prayer for the oppressed people in other lands. The prayer is preceded by the national anthem and is set to appropriate music. Similarly, a new practice in signing off each night has been started at WMBH, Joplin, Mo. The 15-minute transcribed *Slumber Hour* of soft music is followed by the announcer reading the Lord's Prayer.

Blanket Libel Coverage Plan For Stations Offered by NAB

Fees Would Be Based on Gross Sales Under the Proposed Protection Offered by Insurer

A PLAN for blanket coverage of broadcast stations against losses resulting from libel and slander uttered over their facilities, was announced Feb. 12 by the NAB just preparatory to the annual convention.

John Elmer, NAB retiring president, made the announcement in the form of correspondence exchanges involving the Maryland Casualty Co., Baltimore, which has agreed to underwrite the policy, provided a sufficient number of stations subscribe. A rate of $2 per thousand was quoted, based upon the gross business done per station during its prior year. Liability of the company would be limited to $50,000 in the aggregate for any one broadcast, whether made over one station or over a network. The blanket bond would be placed at $1,000,000 for any one year.

Under the premium plan, a station doing $250,000 per year gross business would have to pay $500 per annum for the coverage. It was added that smaller stations whose annual gross income is less than $50,000, would be given the protection for a flat $100 per annum.

Mr. Elmer pointed out that the plan contemplates the extension of coverage to non-members, which should make possible a reduction of the rate. Moreover, he said, it contemplates the introduction of the sponsor into the picture "thereby making it possible for the broadcaster to pass the costs of this protection on to the advertiser". He added he approved the recommendation of Managing Director James W. Baldwin that the administration of the plan be left to a corporation to be created for that specific purpose and not related to the NAB. Mr. Baldwin made this recommendation because of the experiences with the NAB Bureau of Copyrights and because non-members as well as members are in position to participate.

The basic plan was outlined in a letter dated Feb. 7 from Bertrand H. Bratney, vice-president of Maryland Casualty, transmitted to the NAB through Ralph P. Dunn, Washington insurance man who worked with Mr. Baldwin on the plan, and to whom inquiries are to be directed.

Text of Proposal

The text of Mr. Bratney's letter follows:

In further consideration of the problem which you and we have been conferring on for some time, I believe it is your suggestion that we now present to you the outline of a plan by which we propose giving a blanket coverage to those broadcasting stations wishing to obtain protection against loss resulting from libelous or slanderous remarks for which they should be held liable, growing out of broadcasts made over their facilities.

For obvious reasons we are not setting out here in detail the form of bond to be written, but the plan calls for coverage as follows:

Such station or stations made parties defendant in an action for libel or slander will be covered in an amount up to $50,000 in the aggregate, indemnifying it or them against loss or expenses incurred in respect of any one broadcast or rehearsal pertinent thereto, (regardless of the number of stations participating) and the payment of such amount under the terms of this coverage will be made to the Association, or some corporation set up specifically for this purpose, for distribution to the station or stations sustaining loss by reason of such action, pro rata, according to its or their interest therein.

This coverage further contemplates that recoveries up to one million dollars may be had during the annual period of the bond. It further contemplates that should any station relaxing its vigilance in attempting to prevent in advance any libelous or slanderous remark being made, may be dropped from the schedule upon proper re-payment of any earned premium.

The coverage further provides that the Sponsor proposing to use the facilities of a station or stations for the purpose of a broadcast, will enter into a contract with such station or stations specifically indemnifying it or them for any slanderous or libelous remark uttered or broadcast by its agents or instrumentalities. This contract further declaring that its enforcement will be indemnified by the aforementioned bond, which is required, to be specifically made and incorporated into such a contract. Such a condition could be inserted and made a part of the general contract now in use between the sponsor and the broadcast station.

You have advised us of the drastic need for such protection, and have further advised us of the interest shown on the part of your associate members to this protection. It is perhaps needless for us to say that such coverage could not be given, and such plan could not be effective unless a sufficient number definitely avail themselves of the opportunity to obtain such coverage. It is with this understanding that we are now able to quote a rate of $2.00 per thousand based upon the gross business done per station during its prior year. In using the words "gross business" of course it is understood that this is income only derived from the sale of time, and not from other sources of income which might be available to the station.

In order to make this more explicit, a station doing $250,000 per year gross business would have to pay $500 per annum for the aforementioned coverage.

It is possible that should a sufficiently large number of subscribers wish to obtain this coverage, that we might in such event be able to reduce the premium rate somewhat lower than this quoted.

It might not be amiss to mention here that in those smaller stations whose annual gross income is less than $50,000, this protection would be afforded for a flat coverage of $100 per annum.

Gertrude Berg Honored

GERTRUDE BERG, author and leading character of the CBS dramatic serial *The Goldbergs* has been named "dean of radio script writers" by students of Columbia University's classes in radio script writing conducted by Erik Barnnow. Miss Berg, a graduate of school of journalism of Columbia U, will be guest instructor of the classes Feb. 28. She estimates that she has written 2,100 scripts of 1,500 words each for *The Goldbergs.*

George W. Sutton

GEORGE W. Sutton, father of George O. Sutton, radio attorney, was killed Feb. 12 by a hit-run driver who ran amok in Washington, leaving a trail of injured in his wake. The elder Mr. Sutton, a former attorney general of Tennessee, was struck and hurled 60 feet as he stood in a safety zone on Pennsylvania Ave., Washington.

Cash and Cigarettes

AMERICAN TOBACCO Co., New York (Lucky Strike) on its *Kay Kyser Musical Klass* from Chicago Tuesday nights on NBC-Blue and Mutual, is giving away $35 as first prize to winning contestants guessing most song titles, theme songs, radio stars, etc., $20 to the second prize winner and $10 each to the four remaining contestants. In addition each of the contestants receives a carton of Luckies while each one attending the program presented from WGN studios, receives a package of Luckies. Lord & Thomas, New York, handles the account.

WWL
NEW ORLEANS
LOUISIANA'S
most powerful
station
★
850 KC. 10,000 WATTS
★
affiliated
C.B.S.

WE EARN A *MILLION DOLLARS* A MONTH

Reach this Huge
Packing Payroll through

WOW!

A million dollars a month goes into the pockets of Omaha's 12,000 packing house and stockyards employees—money for food, clothing, automobiles, all the things that YOU have to sell. The spending of this huge livestock industry payroll is influenced strongly by the spoken suggestion of advertisers on their favorite radio station. Recent surveys show tremendous listener preference for WOW — preference that means RESULTS for advertisers.

WOW
590 Kc. OMAHA, NEBRASKA 5,000 WATTS
John Gillin, Jr., Mgr. John Blair Co., Representatives
Owned and Operated by the Woodmen of the World
ON THE N. B. C. RED NETWORK

KFRU
●
COLUMBIA, MISSOURI
A Kilowatt on 630
A Sales Message over KFRU
Covers the Heart of Missouri
●

ON CHICAGO'S SOUTHERN BORDER

5000 WATTS

1480 KILOCYCLES

New Western Electric Transmitter with three tower directional antenna

for 10,000,000 listeners in America's rich midwest market . . .

●

Sort of a

LUSTY VOICE

for a big youngster less than one year old to make listeners respond like this:

800 letters a day on fifteen minutes daily 1:00 to 1:15 P.M.

2000 letters in a week on fifteen minutes daily 9:30 to 9:45 A.M.

176 requests from kiddies on two announcements 12:15 to 1:15 P.M.

120 letters weekly requesting prices from one spot announcement daily

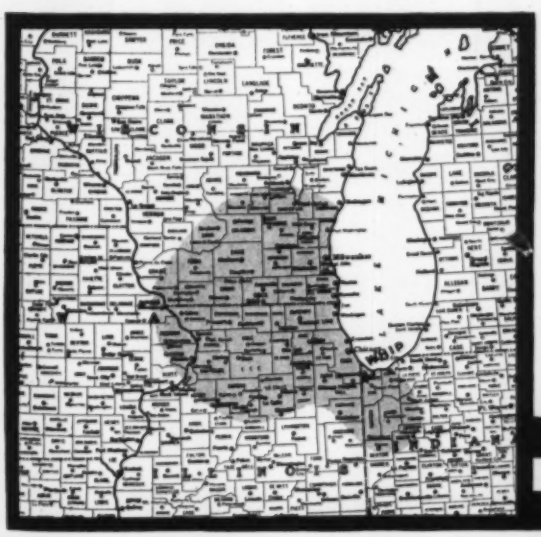
150 letters weekly for hillbilly—no request

And We Can Do The Same For You, Too, So—

●

WHIP COVERS

1. **Entire Chicago audience at lowest cost.**
2. **Mid-America's biggest concentration of radio sets.**
3. **The Calumet Region, one of the most important skilled worker areas of the world.**
4. **A four state population group with one of the highest dollar income ratios in the U. S.**



whip your sales problems with

WHIP

HAL R. MAKELIM, Manager

HAMMOND · INDIANA

Build Audiences With Gripping **"MYSTERY HALL"** *Air Dramas*

RADIO dials are twirled by restless hands . . . hold them with these thrilling new script shows for local production. By H. Colin Rice, creator of Bobby Benson. Tailored to meet your production facilities. Radio laboratory tested to assure a faultless on-the-air performance.

Available in blocks of 13 half hours (each a complete yarn). Write for details and sample script of MYSTERY HALL and other unusual series of air dramas.

RADIO WRITERS LABORATORY

BRENEMAN BLDG. LANCASTER, PA.

Purely PROGRAMS

ANY listener may submit the outstanding memory of his life for dramatization on *Thanks for the Memory*, a new CBS Sunday night show originating on KOIN, Portland, Ore. Written by Henry Swartwood, the show is based on factual experiences of listeners. The musical ensemble of the show is under the direction of Joseph Sampietro.

* * *

Women At Play

AMERICAN Furniture Store, Milwaukee, wanted to cash in on a reception hall that it had built in its store for women's clubs and societies to hold their parties. Grant Sandison, WTMJ salesman, got announcer Bill Evans to interview the ladies at play during *Homemaker's Studio*. Sales went up so fast that the sponsor has increased his schedule to 13 weeks, five quarter hours weekly.

* * *

For a Change

SHOPPING problems from a man's point of view furnish fun on KGB, San Diego, five times weekly. Called *Man of the House* and written by George Putman, the program is sponsored by the local Marston Co. department store. David Young produces the show and KGB says the trick of directing the program to men pulls a strong listener following.

* * *

Blimp Broadcast

FISH broadcasts are rare, especially those from a blimp above the sea. Announcer Bill Pennell of WIOD, Miami, Fla., recently described sharks at play while he was flying off the Florida coast.

Cleveland College Contest

A THREE-hour college course in Cleveland College is offered on WHK to the listener who answers questions asked during a new series which presents five local professors in discussions of social problems. For example, one lecture will discuss social manners and questions will be asked about the history and development of manners. Listener who writes in the best and most nearly correct answers will have his choice of any three-hour course of instruction.

* * *

UNIQUE—In the field of sports broadcasting is the presentation on the air of Margaret Ray, attractive wife of Associated Oil Sportscaster Phil Ray, who is shown at her side. Mrs. Ray, who acts as statistician for her husband during football and basketball seasons, not only fulfils this role admirably, but is now being heard at half-time during Associated's basketball sportscasts. She acts as commentator and conducts snappy interviews. The "aerial" Rays are heard on KLX, Oakland, Calif. during the Associated Oil Co. sportscasts of University of California basketball games at Berkeley.

* * *

WBAL Speech Service

DESIGNATED the official voice of the Advertising Club of Baltimore, WBAL is recording feature speeches of the club's Wednesday luncheon meetings and then broadcasting them during its first open period for a half-hour, starting at 2 p. m.

* * *

Missouri Songbirds

TAKING advantage of the widespread interest in music resulting from radio, WMBH, Joplin, Mo., broadcasts a weekly singing lesson, featuring Oliver Sovereign, prominent local musician and voice instructor.

Numbers Game

WSGN, Birmingham, has started a numerology program. Listeners are invited to participate by sending in their names, addresses, age and phone numbers. These are added and the last four numbers are used to select a number from the transcription library. The program has unlimited possibilities to interest a varied audience, as one number picked this way may be by the Philadelphia Philharmonic orchestra and the next may be done in Bing Crosby's best swing manner.

* * *

Claims Were Paid

ACCIDENTS resulting in the payment of insurance claims are dramatized on WAIM, Anderson, S. C., in a weekly series called *Sounds of Industry*. Each program begins with sound effects recorded by Roger Skelton, WAIM engineer, of some local industry. G. Paul Browne, publicity director of WAIM, handles the script for Lawrence & Brownlee, local insurance sponsors.

* * *

Junior Reporters

OPEN to every Philadelphia youngster from 6 to 15, the *Junior Reporter Club of the Air* has started on WFIL. Club members are required to write an account of some incident they witnessed during the preceding week while at school, home or play. Limited to 200 words, the yarns are entered in competition with cash prizes for the five "star" reporters of the week. Each winner tells his story on the air and every story entered automatically makes the writer a member.

* * *

How to Debate

DESIGNED to assist highschool debate teams and their coaches, KGVO, Missoula, Mont., has started a new series of programs in cooperation with James N. Holm, director of the radio extension department of Montana U. Model debates will be aired to show high school debaters how material should be organized and high schools throughout the state will be tuned in.

* * *

Answer It

NEW children's program on WOR, Newark, is called *Answer It* and consists of a question game for children. Clubs are being formed to compete in cash prizes. The Saturday afternoon show is sponsored by the local Columbian Laundry.

* * *

From the Window

REMOTED from the sponsor's show window is *Southerncal Musicale*, a 13-week series on KGB, San Diego, Cal. Sponsored by the Southern California Music Co. (musical instruments), that city, the series features a concert pianist. Dave Young, KGB production manager, has charge of the series.

* * *

Lady and Dummy

NOT to be outdone by that guy Charlie McCarthy. KFRO, Longview, Tex., features "Willie Talk" a clever dummy on the knee of Miss Joan Thompson, one of the few women ventriloquists. Willie is an East Texas favorite, says KFRO.

Radio Station

WPTF

Raleigh, North Carolina

Announces

The Appointment of

JOHN H. FIELD, Jr.

Formerly of Free & Peters Inc.

as

Sales Manager

effective

March 1, 1938

Fun with Puck

SOME wise guy at a recent hockey game in Wausau, Wis., threw a roll of black friction tape on the ice during a hot battle for the puck. One team scored the puck and the other team scored the friction tape and Joe Killeen, sportscaster for WSAU, almost went crazy explaining the whole thing to his many listeners.

California Bread

WITH ITS mobile truck painted like the sponsor's delivery wagon, KSFO, San Francisco, has started a daily man on the street broadcast from 40 different local shopping areas to tie-in with products of the Holsum Bread Co., sponsor. Dean Maddox is m.c. of the show and stages his programs in front of stores carrying the sponsor's bread.

* * *

Welcome

EXILES from their native land who have become prominent in dramatics, music and literature, are featured in a new program, *Talent in Exile*, on KFWB, Hollywood. Rene Williams' orchestra supplies the musical background. Manning Ostroff produces the series under the personal direction of Harry Maizlish, station manager.

* * *

Homemade History

HISTORY is dramatized before a studio audience of children in a weekly series on WINS, New York, called *Let's Get Together*. Conducted by Lewis Wolfe, public school teacher, the program is based on the belief that dramatized history is more impressive to students than textbook history. A question-answer period follows each program.

* * *

The Local Government

TO ACQUAINT listeners with the various departments of the city government, KFWB, Hollywood, has started a weekly quarter-hour dramatization series called *Your Los Angeles*. Russel Hughes, of KFWB writes and produces the show under the direction of Jack Edsell, city radio director.

* * *

For Agencies

KMPC, Beverly Hills, Cal., has begun a weekly *Agency Prevue*, presenting four quarter-hour programs for sponsorship each Thursday afternoon. Programs are built for entertainment, but are actual auditions. Leo B. Tyson, general manager, invites agencies and prospective clients to check the hour for program ideas.

* * *

Informal Forum

ANOTHER slant on the forum type of program is given on WJW, Akron, in a series that avoids formal and weighty topics and is concerned with little known facts about well-known persons. The series is prepared in cooperation with the adult education division of the local high school.

* * *

How to Make . . . .

SINCE WCOA, Pensacola, Fla., has increased its daytime power to 1,000 watts its coverage has been extended to a dozen more cities in Alabama, Georgia and Florida. New series of programs saluting each town has been started. We're making a lot of new friends, says WCOA.

Dog House Blues

DESIGNED for men whose wives have them in "the dog house" a new show called *Two Little Sheep* has started on KTUL, Tulsa, featuring Jack Hoffman and Ken Linn. The idea is to keep the fun going so that during the program any disliked husband can get away with misdemeanors listed during the show, such as, dropping ashes and putting your feet on the table.

* * *

Tourist Clearinghouse

EVERYTIME WIOD, Miami, Fla., hears of a new tourist in town it rings the bell on its morning program called *Tourist Radio Register*. The program features weather reports from tourists' hometowns as well as a clearing house for tourists whose names are announced so that friends can get together.

* * *

STEP LADDER—Had to be used by Wally Ford, man on street for KFRO, Longview, Tex., when he interviewed the man on stilts. A local florist gave the bouquet that Paul Wilson, KFRO announcer, is handing the stilt-man.

* * *

Home Town Slant

KROC, Rochester, Minn., has started a series of 20 out of town programs called *News and Views*. Movie trailers in local theatres plug the shows and Newswriter Holty Holton plays up local human interest features that are announced by Jerry Wing and Dwight Merriam.

* * *

All Aboard!

WREN, Lawrence, Kan., has a new program called *Kilocycle Limited*, a variety show which plugs the station in the continuity by reference to a mythical train.

News that Was

WHN, New York, has started *This Was News*, dramatizations of events which were page one news in the past. First program described the sinking of the *Lusitania* and the war-time speeches of President Wilson.

* * *

Lessons in Songs

WQXR, New York, on Feb. 6 started a series of recitals designed to foster a better understanding of songs and opera. The programs will be conducted by Leon Rothier, basso of the Metropolitan Opera Co. Guest stars from stage, screen and radio, will appear.

* * *

Everywoman

MEMBERS of the Advertising Women of New York Inc., are interviewed on WMCA, that city, by Anice Ives in a series called *Everywoman's Hour*. Buying and advertising from a housewife's point of view are emphasized.

* * *

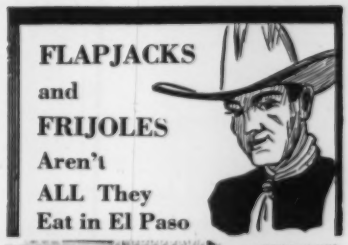
Bills and Business

IMPORTANT legislation at Washington and Albany, and the activities of the New York City Council are discussed in a new series over WHN, New York, called *Business Speaks*. The programs are presented each Friday evening under the auspices of the New York Board of Trade.

* * *

Ex-Glee Clubbers

WINS, New York, on Feb. 13 started a new program, *Men's Lyric Chorus*, conducted by Edward F. Lucia and composed of ex-members of high school and college glee clubs. Lawyers, medical students, pharmacists and business men are among the vocalists.



JELLO Is Just as Well-Known as in the "Effete East!"

Sure! El Paso's in the heart of the cow country. BUT, her 136,000 population (Metropolitan area) is as receptive to radio advertising—buys as much nationally advertised merchandise as the country's average community of equal size. With retail sales of $32,000,000, El Paso's cosmopolitan populace make the 104th National Market—one you can most effectively reach thru KTSM, the only chain station within 300 miles.

NBC Red & Blue Network

KTSM
EL PASO, TEXAS

WWNC
ASHEVILLE, N. C.
Full Time NBC Affiliate
1,000 Watts

The Only Blanket Radio Coverage of Prosperous Western North Carolina

"The Quality Market of The Southeast"

1. N. B. C. Blue Network.
2. First choice of local advertisers.
3. Northwest's richest trade area.
4. Complete service to advertisers.

WTCN
Owned and Operated by Minneapolis Tribune-St. Paul Dispatch-Pioneer Press

Linton Rep Expansion

RAY LINTON, who for the last 2½ years has represented WMCA, New York, exclusively in the Chicago area, handling no other stations, on Feb. 9 incorporated as Ray Linton Inc., and announced his entry into the national representation field. He stated he would open New York offices at 342 Madison Ave. on Feb. 21. Mr. Linton started in radio in 1930 on the sales staff of the old WIBO, Chicago, joining WBBM in 1932 and remaining there until 1934 when he became vice-president of John Blair & Co. Part of his time with the Blair firm was spent as head of its New York office.

Mr. Linton

WEBC

Tells Your Story In

AMERICA'S SECOND PORT

DULUTH & SUPERIOR

●

And on the

IRON RANGE IT'S

WMFG

HIBBING

WHLB

VIRGINIA

SIGNING THE TOUGH PROSPECT

Georgia Group of Stations Creating Reservoir Of Ideas for Different Types of Sponsors

By JAMES W. WOODRUFF, Jr.

Vice-President, General Manager
WRBL, Columbus, Ga.

STATIONS in State networks, or stations under the same ownership or joint operation in reasonably close communities, may find it advantageous to give consideration to the adoption, in the same or modified form, of the *Program Idea Contest* recently initiated by me and now effective in the three stations of the Georgia Broadcasting system.

While fundamentally a program idea contest, the plan actually serves three important purposes, namely: (1) Potential commercial gain for the stations adopting it; (2) an incentive from which station personnel will derive direct financial gain as and when programs by the individuals participating in the contest are sold; (3) the creation of a reservoir of programs, or program ideas, suitable for sale by the stations to diversified specific retail interests.

Three a Week

The contest works in this way: Each Monday night a staff meeting is held at *each* of the three stations constituting the Georgia Broadcasting System, WRBL, Columbus; WATL, Atlanta; and WGPC, Albany. Each eligible person, excluding station manager, draws a number from a hat, said number being a secret to all except the person drawing it.

Each week three classifications—potential sponsors—are determined by a simple process. To particularize: WATL may have a potential sponsor—say a bakery—almost on the dotted line, yet unsigned. The staff has been unable to submit a program which meets with favor. The same situation may apply to WRBL in selling a laundry, or to WGPC with respect to a bus line. The bakery, laundry, bus line constitutes, therefore, the three classifications for the week. Each station suggests one potential account each week.

Following the drawing of numbers each station lists the three potential accounts in classification only—bakery, laundry, bus line. These classifications are placed upon the bulletin board. The staff members participating in the contest may submit program ideas on one, two, or all three of the classifications, before noon on Saturday of that week. A suggested script of the first broadcast is required.

All program material thus presented is studied carefully for sales effectiveness. One copy of each script is forwarded to WATL and another to WGPC. The manager at both WATL and WGPC does the same in transmitting copies of script to the other two stations.

With, say, 25 staff members writing on three classifications each week, the law of averages is bound to provide several ideas on each classification for the future use of each station, with the result that each staff will have on hand, as this program idea contest progresses, a complete file on many types of accounts.

If and as any one of the program ideas is sold at any one of the three stations, the member of the staff who submitted the idea will receive a percentage royalty on the revenue returned to the respective station where the program is sold. Inasmuch as each station will have a complete file on all program ideas, if a member of the staff at WGPC in Albany, for instance, submits an idea which is sold at WATL in Atlanta, that member will still have to his credit this idea and will, therefore, receive royalty for the value the program is to WATL in revenue received from its sponsor.

AMERICAN Institute of Food Products, New York, has started a daily half-hour program on WINS, New York, conducted by Glenna Strickland, home service director of the Institute. Scheck Adv. Agency, Newark, is in charge.

Clark for NEA

"Let the Neighbors Yell! Some Day They'll Be Tuning Us on the Radio and Boasting That They Knew Us When."

Ohio Wireless Net

A "WIRELESS" network is employed to broadcast the new program of the *Coon Creek Girls* band over WCKY, Cincinnati; WHIO, Dayton, and WBNS, Columbus. The broadcast originates in the WCKY studios. Instead of using telephone lines, the program is picked off the air by WHIO which rebroadcasts it. In turn WBNS picks up the WHIO broadcast and again rebroadcasts it. Engineers report good results. The tri-station commercial is sponsored by Appliance Inc., and local dealers in Fairbanks-Morse Conservador refrigerators. A contest in which a Conservador is first prize is being promoted on the Monday, Wednesday and Friday 11 a. m. show.

Chipso's Knives

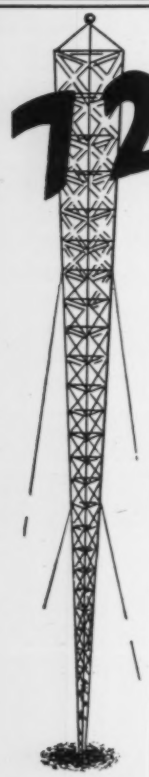
PROCTER & GAMBLE Co., Cincinnati (Chipso), is giving a set of two knives to women sending in 25c together with a box top of Chipso. The firm's program, *Road of Life*, written and produced by Carl Wester & Co., Chicago, is presented over CBS at 8:30 a. m. (CT). Pedlar & Ryan, New York, handles the account.

Prizes for Children

COLUMBIAN Laundry, Newark, on Feb. 12 started *Answer It* on WOR, Newark. The weekly show consists of a question and answer game for children, with cash prizes given on each broadcast.

Neck and Twist

THE question of how to create the sound of a man's neck being sharply twisted by a masseur recently faced NBC's sound effects technician J. Curtis Mitchell, on a broadcast of *Your Health*. In illustrating the cause and care of arthritis, Mitchell finally hit upon the answer. He held his ankle to the microphone and turned it around. The resulting sound was satisfyingly brutal and realistic.



721 REMOTES

OVER *KEX* IN 1937

MEANS *Showmanship*

Taking important events into the Oregon homes!

This average of almost two remote broadcasts each day, proves showmanship in the coverage of civic and national events of interest for the people of Oregon.

Better programs mean a greater audience, and in turn, greater results for your sales story.

The most powerful station in the wealthy Portland Market.

KEX

NBC BLUE NETWORK

5000 WATTS ☆ 1180 KILOCYCLES

PORTLAND, OREGON

Represented by

Edward Petry & Co., Inc.

NEW YORK • DETROIT

CHICAGO • SAN FRANCISCO

1ST IN LOCAL ACCOUNTS IN CHICAGO

WGES

peep

Vol. I, No. 1 *February 15, 1938*

Sorry, I can't disturb Mr. Fiditch now. He's holding his semi-monthly conference.

PEEP, specializing in keyhole coverage, goes on the market with this issue. Its purpose, to take a sly peep or two at the reading habits of advertising executives—the men who buy time. Its subscription rate, gratis, to every reader of BROADCASTING. Its circulation, 7300. ¶ So, for a *picture* of *life* behind closed advertising doors, we recommend a *look* at PEEP. We hope it will *click* with you.

You can't get the most out of the business of broadcasting without the 1938 YEARBOOK. It's hot off the press. Have you received yours? It goes only to regular subscribers to "Broadcasting".

BROADCASTING
Broadcast Advertising

National Press Bldg.
WASHINGTON, D. C.

OTHER FELLOWS' VIEWPOINT

Radio Burglar Alarm

EDITOR, BROADCASTING:

In your issue of Jan. 15, on page 57, you carried a story of an "invention" by James O. Howton of Freewater, Ore. The "invention" was described as being "a burglar alarm . . . it automatically transmits on a given police frequency as soon as a circuit is broken and is picked up by police cruisers. . . . The burglar hears no noise when he breaks the circuit which sets off the voice radio transmission."

This is to advise that Mr. Howton's "invention" is about three years late. As a matter of fact, a similar device — and successful, was perfected by the author, now a member of the WMBD, Peoria, Ill., staff and Lieut. Harry Mackley, head of the Peoria police department radio division in November, 1934.

No attempt was made to market the device at that time because the then FRC would not grant a license for an automatic transmitter. Briefly, it consisted of a recorded voice alarm which was touched off either by direct button or by an electric eye. At the end of the recording, the machine automatically turned off the small transmitter.

In proof of this contention, I enclose enlarged photo of the title of a newsreel story built around the device . . . narrated by Edwin C. Hill and photographed by Norman Alley, recently in the headlines for his Panay bombing shots.

Brooks Watson
Peoria, Ill.

Mobile, Not Apex

EDITOR, BROADCASTING:

We note on page 62 of your issue of Jan. 15 the letter of Robert L. Coe. May we state that our original letter was not intended to register our formal entry into a field of competition for apex distance records. Ours is not an apex station.

W4XF is simply a mobile unit consisting of a 10-watt transmitter for relay broadcast purposes, mounted in a motor truck with a 7½ ft. antenna mounted on the top, and operating on 31,100 kc. In no sense do we expect this equipment to compete with Mr. Coe's apex station W9XPD. However, we still have to hear of any equipment approximating that of W4XF bettering the distance record of 3,000 miles established by the letter we received from Mission Ranch, Phoenix, Ariz.

Who writes next?

MARTIN S. WALES
Manager, WIOD, Miami.

DIMES MARCHED—Into KALB, Alexandria, La. 10,000 strong when the station appealed for funds during the recent infantile paralysis campaign prior to the President's Ball. In on the big count after a three-day campaign that necessitated 22 telephone operators, and a strip of paper 600 feet long for tabulation of the names, were: (standing, l to r), Bill McClannahan, announcer; J. C. Watson, continuity chief; E. Levy, secretary-treasurer; Jack Elbert, announcer; Gus Guillot, engineer; (seated, l-r), Virgil Evans, program director; Irv Welch, commercial manager; (kneeling), Bill Waltman, KALB manager.

Moving Story of a Radio Station

(*Continued from page 44*)

approval called for both the facilities and market sections to be shown at all junior high and high schools, and for the market section to be put on the screen for the elementary and intermediate schools. The stations regard this endorsement with the utmost satisfaction.

Other organizations which have seen the film include the Seattle and Tacoma Ad Clubs, Washington U School of Journalism, Washington State Progress Commission, Pi Kappa Delta, Sigma Delta Chi, Seattle Junior Chamber of Commerce, the Washington State Executives, The Ernst Hardware Company employes of Seattle, the Gyro Club of Tacoma, the West Seattle Lions Club, the 38 Club, the employes and officers of the First National Bank of Seattle, the Junior Ad Club of Seattle and the Seattle Association of Classroom Teachers.

Bookings for the month of January called for showings to the Mountaineers Club, the Northwest Industries Study Club, The Puget Sound Power & Light Company, the Washington State Press Club, the Annual Convention of Newspapermen, the Republican Club of King County, the Northwest Industries Club, the Scandinavian American Democratic Club, the Rainier Masonic Lodge, the Seattle Central Lions Club and the Ellensburg Public Schools.

The efforts of KOMO-KJR to show the living market of the Pacific Northwest has been well rewarded by the appreciative manner in which the people of this area have received the picture. Almost without exception, whenever the film has been shown, many have asked if it were going to be shown to the people of the East. Many more have said that the pictures brought home to them for the first time the rich endowment of many areas in the Pacific Northwest.

The entire project has been a revelation to us, and the market statistics unearthed to build the film have supplied added ammunition for sales drives. Not only has the production sold Seattle on KOMO-KJR, but it has sold KOMO-KJR's personnel on itself. It has given KOMO-KJR renewed impetus to sell its market, and it has helped other advertising media to sell not only their media but the market as a whole.

ASSOCIATION of National Advertisers has issued Volume III in its series on "Organization and Operation of the Advertising Department." Volume I was based on the Baklite Corp., Volume II on the Borden Co., Anaconda Copper and Towle Silversmiths; and Volume III studies Bristol-Myers Co., Jantzen Knitting Mills and Hercules Powder Co. The purpose of the studies is "to cover the actual operations of national advertisers in widely diversified fields."

A gratifying percentage of the half million radio families in the country's fifth largest market listen regularly to WHK and WCLE in Cleveland. And WHK-WCLE listen too, not so much to station programs but to the listeners themselves.

WHK-WCLE executives make it a daily habit to use the "stethoscope" on listeners. They listen for favorable reactions to existing programs, sound out listeners on what new programs they prefer, make daily surveys in homes picked at random.

No small part of the success of WHK-WCLE in Cleveland is due to this constant effort to make their programs second to none. And sponsors prefer to buy time from stations that do so much to keep listener interest at high levels.

WHK WCLE
CLEVELAND

H. K. Carpenter, Vice Pres. and Gen. Mgr.

FREE & PETERS, Inc. · National Representatives, New York - Chicago - Detroit

Second in U. S. — only Iowa has less unemployment than Vermont. This WNBX market enjoys

Steady Income

WNBX
SPRINGFIELD, VT.

SPRINGFIELD • VERMONT C.B.S.

Who's Responsible for Radio Programs?

Anonymous Critic Bewails Intrusion Of Outsiders Into the Industry

WHERE does the responsibility for the radio program belong? Station? Advertiser? Agency? In this able dissertation the history of program development is traced. And the responsibility is placed squarely upon the broadcaster, along with the blame for permitting the advertiser and his agent to usurp that function. The identity of the author cannot be divulged because of the position he occupies in the broadcast advertising picture.

THE RECENT 'Adam and Eve' program controversy has focused attention on an argument of long standing among broadcasters, agencies and advertisers. Stated briefly the question is: "Where does the responsibility rest for the creation and production of commercial radio entertainment?"

The critics of radio programs are loud in their condemnation of mediocre and objectionable entertainment. Last year at a convention of educational leaders one of the speakers made the statement that about 80% of all radio programs are 'tripe.' Many of the newspapers that never lose an opportunity to criticize radio, gave this statement and speech front-page publicity.

The leaders of women's clubs, parent teachers associations and other civic groups have issued lengthy reports and made dramatic speeches of criticism against radio programs. This type of publicity has naturally made the public, especially that portion of the listening audience that is never satisfied, more critical.

Came the Bomb

Then came 'Adam and Eve' and the bombshell exploded. The newspapers pounced on this story like a pack of hungry wolves. The critics rose in a body and shouted "I told you so!" And the motion picture producers, who have been the target for public criticism for years, chuckled with glee and suggested a Legion of Decency for radio.

The network, agency and advertiser all apologized for the mistake and assured the public that it would not happen again. The FCC reprimanded the network and stations involved and reserved the right to hold this incident in obeyance for possible consideration in connection with renewals of licenses or any favors or applications made by these stations in the future. For the time being the situation is technically closed, but the argument about responsibility still goes on.

It would be just as foolish to say that radio programs are above reproach as it would be to state that the critics are wrong and that criticism of radio is unjustified. There will probably never be a program that will entirely please everybody. There will always be something to criticize.

But the most significant fact in this whole argument is the element of growing dissatisfaction among broadcasters, agencies and advertisers. When a poor program is produced and the results are not satisfactory, who is to blame? In many cases there is a round robin of free and fancy buck passing.

The broadcaster blames the agency for its poorly written or produced program, and the advertiser for lack of merchandising support. The agency blames the station for poor talent or improper production or the advertiser for suggesting the idea in the first place. The advertiser blames either the station or the agency or both. And the public voices its opinion by refusing to listen to the program. Who is right?

The advertiser gets an idea and passes it along to the agency. The agency builds a program around the idea and forwards it to the station. The station examines the program and informs the agency it is not good radio. The agency insists that the program be produced exactly as outlined. The advertiser is a large national concern and the station needs the revenue and so the program goes on the air. The program fails to satisfy the audience and the buck passing starts again. Who is right?

Onward They Quibble

The agency has an idea and presents it to the advertiser. After numerous changes and alterations the program is forwarded to the station. Once more the station feebly protests, but the reply from the agency is the same, the program must be produced as is. However, without notifying the agency, the station changes a part or all of the program and it fails. Who is right?

In desperation the station goes to the agency or advertiser with a "local tested" program that is very popular with the station's local audience. Both the advertiser and agency suggest certain changes that can be made. New talent is substituted and a contest with extra long copy is inserted. When the program is finally produced the audience doesn't recognize its old favorite and the results are unsatisfactory. Who is right?

Then one of these routines produces a popular and successful program. Each one concerned congratulates himself on being smart and everyone is happy. Who is right?

What is good radio entertainment? What is good commercial radio entertainment? How long is an effective announcement? What is meant by good taste in entertainment and copy? Who is best qualified to pass judgment on what the radio audience likes best? When is a program to the interest, convenience and necessity of the radio audience? To whom is the license to broadcast granted? Who is really responsible for radio programs?

It's time to stop buck passing and to start straight thinking. The question of final responsibility is obvious. But there seems to be a large faction of those who refuse to face the facts.

In the early days of broadcasting, between 1920 and 1927, the government issued permits for the building of radio stations, assigned definite wavelengths and granted these stations permission to broadcast radio programs. It was the birth of a new venture in communications. Both from an engineering and program standpoint the work was experimental.

In the first years of this period there were few agencies and advertisers who gave this new medium serious consideration. The station owners assumed the responsibility for producing radio programs. These pioneer broadcasters, without benefit of high salaried big-name personalities, studied the problem of radio entertainment and produced the programs that carried the industry through its most critical stage of development.

If a station broadcast a program that was objectionable the listening audience responded with an avalanche of letters of protest. In many cases the station owners were summoned to Washington and warned that repetition of these incidents would result in withdrawal of their licenses. The stations were fully aware of this responsibility and those who abused the privilege were taken off the air.

Sound and Finances

Then came the problem of placing this new industry on a sound financial basis. The maintenance and operation of a radio station was expensive. The station owners knew that newspapers and magazines were receiving large revenues from advertisers. Radio was also a medium of public contact that would be suitable for the advertiser. But, radio was new and it was far from easy to sell the advertiser and especially the agency on the idea.

The station was unable to prove 'circulation.' Both the advertiser and the agency knew what to expect from publication advertising, but this radio business had no proof of results. However, a few progressive advertisers decided to try radio and sponsored the pioneer commercial programs. Many of these trials were successful and broadcast advertising was on its way. The era of interference had not arrived. The advertisers knew very little about radio entertainment and were content to let the stations build and produce the programs.

Next came the organization of the National Broadcasting Co. and the idea of broadcasting a program over a network of stations at the same time. As in the case of the local stations, the network assumed the responsibility of creating and producing the programs. Famous orchestras and artists appeared on the air and the national manufacturer saw how it could capitalize on this now proven medium.

It is interesting to recall that most of the different types of programs heard today were originated by the pioneer broadcasters. Dramatic sketches, plays, serial stories, comedy, grand opera, light opera, popular dance music, variety shows, amateur hours, sports, news, home economics, farm hours, man-on-the-street programs were on the daily station schedules. These early broadcasters were responsible for building radio programs for the radio public.

When the publications discovered that radio was diverting advertising appropriations they organized a bitter opposition, but their efforts were unavailing. Radio continued to grow in favor with the public and advertisers.

Then came the Radio Act of 1927 that established the Federal Radio Commission. This law placed full responsibility on the stations and networks to produce programs that would be to the best 'interest, convenience and necessity' of the public. When renewals of licenses were considered the stations were asked to show why they should continue to enjoy the privilege of broadcasting.

The stations began to pay more attention to balancing the day's program schedule. Service features, civic and religious programs were given more prominence. It was recognized that a schedule predominating in commercial programs was not fulfilling interest, convenience and necessity. Yes, the broadcasters were definitely responsible.

The Desire to Please

The national advertisers gave radio a place in their advertising budgets and many of their agencies were forced to give radio its proper recognition or lose accounts. Radio departments in agencies were hastily organized. In some cases the directors were selected from broadcasters, and in others advertising men, account executives, actors, singers, publicity men, and talent bookers with very little if any actual radio experience were given the title of radio director.

This latter group suddenly stepped to the front and said to

(Continued on page 96)

The Clearing House for the BROADCASTING INDUSTRY

Use BROADCASTING Classified Columns for . . .

★ Help Wanted
★ Situations Wanted
★ Wanted to Buy OR Sell

Copy should reach this office five days prior to date of publication. 7c per word for Help Wanted and Situations wanted. All others 12c per word.

BROADCASTING
Broadcast Advertising
870 NATIONAL PRESS BLDG.
WASHINGTON, D. C.

Who's Responsible for Programs?

(*Continued from page 95*)

the broadcasters: "Although we know very little about radio we are going to assume the responsibility of producing your programs." Naturally, the broadcasters objected. But these men represented large national agencies with large national accounts. While the broadcasters resented this interference they also were anxious to please the national advertisers and secure the cooperation of the agencies. And so the first link in the chain of responsibility was broken as the agencies assumed the right to create and produce radio entertainment.

It is well to remember at this point that in all the years of publication advertising the newspapers and magazines have not permitted the advertisers or their agencies to dictate their policies or produce their news and editorial copy and fictional reading matter. The advertisers and agencies prepare their copy and advertising layouts and the news staffs of the newspapers and editorial staffs of the magazines control the type of reading matter they know will please their readers. So what has been denied to advertisers and agencies by publications has been willingly or unwillingly relinquished by the broadcasters. Who is right?

Not only have the advertisers and agencies demanded the right to produce programs but they have gone a step farther and demanded merchandising assistance far beyond the limits of common sense. Merchandising is a problem for the advertiser and not the broadcaster. This is a paradoxical situation . . . merchandising which is the responsibility of the advertiser is turned over to the station and the production of radio programs, which is the responsibility of the stations, is turned over to the advertiser. Who is right?

Then the motion pictures and Hollywood loomed on the horizon. For years the motion picture producers have looked upon radio as a serious competition. They reasoned that if people stayed at home and listened to the radio they would not be available to the movies. Then some of the producers hired popular radio personalities and put them in pictures. The movie stars appeared on radio programs and benefited by the publicity.

Hollywood or Bust

The advertisers began paying these stars large salaries, in many cases more than these same stars were getting for working in pictures. Here was a new opportunity for talent exploitation and the gold rush for Hollywood was on. Advertisers and agencies went into a scramble to compete for the services of favorite stars. The motion picture companies finally decided to get their share and built publicity programs that were offered and bought by advertisers. Why should the motion picture companies contribute anything to radio by paying for and sponsoring their own programs when they are able to get advertisers to foot the bill?

Now almost every movie star who appears as a guest on a radio program can be relied upon to mention his or her latest picture and a request that the radio audience go to the theatre. Stage and vaudeville comedians demand the right completely to control their programs. Many of these performers whose background has been musical comedy, vaudeville, burlesque and night clubs, demand this right and get it. This explains the introduction into many of these programs of risque jokes that have been cleaned up, and vulgar, rowdy talk that is found in the vocabularies of street hoodlums. The show people who have been accustomed to mugging to visible audiences carry this technique into the radio studio.

The so-called studio audience has reached a peak in the Hollywood productions. Before the program goes on the air the audiences are instructed to applaud and laugh at given signals. Comedians are brought out before the audience ahead of time to tell funny stories and execute pantomimes and get everybody in a good humor. And when the program finally is broadcast the impression is this: "Ladies and gentlemen of the radio audio audience, we are going to present a program here in the studio or theater for the benefit of our visible audience and if you care to eavesdrop on our show we give you permission to do so."

This type of performance is supposed to be good theater. And that seems to be the answer . . . do anything to change radio into theatre. Very little thought seems to be given to the idea of good radio.

Under these circumstances it is not surprising that the 'Adam and Eve' program happened. Everybody concerned had an excuse and an apology. But, when the atmosphere had cleared, the responsibility was placed on the network. And the affiliated stations that had relinquished their responsibility to the network, were also censored. The advertiser, agency and Hollywood producers and talent bookers were not penalized. They are not responsible to the Federal Communications Commission.

Now, here, Mr. Broadcaster, is a real challenge from a chief executive of a large national advertising agency that boasts of having a large radio billing. In a recent conversation with this gentlemen, he said: "Our agency would prefer not to have to be bothered with producing radio programs. We were *forced* to produce and direct our own programs because the stations and networks are *not able to supply us with high quality programs and suitable talent.*" This was intended as a serious statement. So, Mr. Broadcaster, you can put that in your pipe and smoke it.

What He Meant

Perhaps this man might have stated the situation more truthfully if he had said: "Our agency would rather produce its own programs because it is more impressive for us to tell our clients that the program comes out of our own department, rather than admit that we have to depend on the broadcasters for our ideas."

BOB AND EDDIE—Men on street for WOOD, Grand Rapids. Mich., had a problem the other day when two commercial pick-ups followed from points a half mile apart. They asked their listeners to guess how they could be two places at the same time and while Robert H. Smith (wearing hat) kept "talking" to Edward H. Denkema (script in hand) as if he were present, Eddie got in a cab, dashed the half mile and picked up the continuity so smoothly that local listeners kept WOOD's switch board busy for an hour explaining its agile announcers. Ain't they the ones, says WOOD.

This agency and others have set up legal barriers and red tape that make it almost impossible for outside writers and program producers to submit material for consideration. For years station managers have tried desperately to get these same agencies interested in their local programs. The networks and stations have had the experience repeated many times of trying to sell popular sustaining programs. Finally an advertiser decides to take a chance and the program is successful. Who is smart?

Further in the above conversation with this same agency executive, an idea was suggested that would offer his company an opportunity to contribute to the study and development of better radio programs. His reply was: "We are not interested in spending any of our 15% to contribute to the development of radio programs. *Let the networks and stations do that.*"

What He Could Say

Again, he might have said: "I am perfectly willing to let the broadcasters have the full responsibility for maintaining and developing programs that satisfy the radio audience and the FCC. But, when I am ready to produce a program for one of my clients I insist upon and demand that you turn over this responsibility to my agency. My program producers have had little if any actual experience as legitimate broadcasters, but they know the show business and that's all that's necessary."

If the development of the radio industry had depended on this type of support there would probably be no radio today. And by the same line of reasoning we must recognize the fact that the future development of radio must come from the broadcasters.

The broadcasters cannot shirk any responsibility by passing the buck to the agencies and advertisers. Many stations seem to have forgotten those three important

words interest, convenience and necessity—and have allowed their stations to become listening posts.

That Midsummer Gripe

Commenting on this subject of station responsibility an executive of a large national concern that is one of radio's big clients made this statement: "I think that we all agree that radio advertisers need to know a lot more than they now do about program production, and that the decline of program activity in the stations passes the buck squarely to the advertisers. I have a feeling that most of the radio people are a good deal like ostriches, and because they have their heads buried in the sand they are convinced that they are h i d d e n from the enemy. If there is a Congressional investigation, the broadcasters are going to be a good deal startled by some of the things that will be said."

At the NAB Convention in Chicago last summer the radio director of a national advertising agency gave the broadcasters what was termed a verbal spanking. His references to poor programs, lousy copy, stupid announcers, program directors that are broken down baritones, were delivered and intended as a sweeping condemnation of the entire radio industry as applied to the broadcasters.

Well, Mr. B r o a d c a s t e r, you turned over your responsibility to the outsider and you have no one to blame but yourself for all the criticism, abuse and condemnation that has been fired at you. The Government that represents the American people has given you temporary permission to operate a radio station to the best interests of your community. You are directly responsible for the radio programs that you originate or broadcast. You cannot pass the buck to the advertiser, agency or network. You know, or should know, what has happened and what is going on. You have a valuable franchise that gives you the power to dictate what you believe is to the best interest of your station and audience. But, if you prostitute this privilege by turning over this responsibility to every Tom, Dick and Harry you are likely to wake up some morning and find that you are no longer in the broadcasting business.

This is not a sweeping condemnation of all broadcasters, all advertisers or all agencies. In the face of heavy competition and pressure from all sides there are many broadcasters who have succeeded in living up to this responsibility. There are advertisers and agencies that have tried sincerely to cooperate with the broadcasters.

But, there are too many in all three groups who look upon broadcasting as a gigantic exploitation where billing and commissions are of paramount importance. The problem has developed into a vicious circle that has spread over the industry like a plague. The cause and effect are apparent, Mr. Broadcaster. Are you going to wait for the Government to step in and take this control away from you? The responsibility is yours. So what are you going to do about it?

WNEL to Rescue

EDITOR BROADCASTING:

Recently we have heard and read a great deal about the service rendered by broadcasting stations in time of flood and national emergencies.

I am giving you a little story that has a slightly different slant.

The pleasure y a c h t *Beverly*, which is maintained by WNEL, as a floating base for its three broadcast pickup stations when it is necessary to greet some incoming celebrity or famous ship, was sent to St. Thomas, Virgin Island, recently to bring back certain key food products which were necessary in strike-bound San Juan.

There has been a strike here for about a month which has tied up all shipping. The island, which grows very little of its own foods, has had to tighten its belt and do w i t h o u t many foods ordinarily shipped in. There is sufficient flour in the island to last for a short time, but the supply of yeast and other ingredients necessary for the making of bread became exhausted.

At the request of Pan American Standard Brands Inc., the owner of WNEL, Juan Piza, consented to loan the pleasure yacht to Standard Brands to bring into San Juan a cargo of yeast and other commodities to insure the island bread supply. The writer took the ship to St. Thomas without incident and loaded it to the gunwales and left St. Thomas for San Juan early last Sunday morning accompanied by Harold Brown, local manager for Pan A m e r i c a n Standard Brands, and one sailor.

As luck would have it the heavily loaded boat ran into a real old time northeaster. The wind was blowing with full gale force and the mountainous seas soon drowned out the motor. By diligent operation of the bilge pumps and under what canvas the boat could carry with that wind, we finally made Fajardo, Puerto Rico, late Sunday night.

It struck me that this type of service is something new in the broadcasting field and that you might find it interesting.

WILLIAM N. GREER,
WNEL, San Juan, P. R.

WOR, Newark, since Jan. 1 has received 173,047 pieces of fan mail as compared with 136,164 for the same period last year. The weekly average this year is 35,663, and last year it was 26,897. Leading individual mail pullers are Martha Deane, Alfred McCann Jr., Vincent Connally and Myra Kingsley.

FOILS A FORGER

WBZ Secretary Alert When Crook Appears

THAT mysterious "Mr. Jackson" who recently forged checks at KYW, Philadelphia, and KDKA, Pittsburgh, went too far when he walked into the studios of WBZ, Boston, the other day. He asked for Dwight A. Myer, WBZ plant manager whose secretary is Miss Marjorie D. Hall.

Miss Hall

She took one look at the crook and recalled correspondence that her boss had had with Ernst H. Gager, KYW plant manager, and H. W. Irving, KDKA chief operator, about how they were taken in by the stranger.

It seems that Mr. Jackson knows radio and after talking to plant managers and finding out where they bought supplies, his habit was to forge checks on them at the supply store. Miss Hall tipped off Mr. Myer who got the Boston police to put "Mr. Jackson" away.

Stookey to KFNF

CHARLES STOOKEY of KWK, St. Louis, has been appointed general manager of KFNF, Shenandoah, Ia., and will assume his new duties March 1. He is well-known in the Midwest, having received his training 10 years ago with the *Prairie Farmer* and WLS. For more than five years he has been in charge of early morning programs in St. Louis. KFNF will start work on a new 5,000-watt transmitter in March.

OVER
300,000
HOT SPRINGS
VISITORS
IN 1937
★
SELL ARKANSAS
VIA
KTHS
10,000 WATTS
1060 Kc. NBC

..did you say MARKET?

then, look at this.....

SURE!
NORTH DAKOTA
is a good market
BUT...

Here is a market with almost the same population—AND, a per capita spendable income almost half again as large! "The heart of Illinois" is not only a rich agricultural area but a booming industrial center—with wages up to new peaks. Folks are SPENDING now for the things they want and need. If you want to make advertising dollars get results, cover this market with WMBD—the only medium that gives complete, economical coverage. Now with increased power (5000 watts daytime—1000 watts nite) WMBD is a better buy than ever before.

FREE, JOHNS & FIELD, INC.—National Representatives

MEMBER C B S NETWORK
THE HEART OF ILLINOIS
WMBD
PEORIA, ILLINOIS

Results COUNT MOST
WLBZ
Bangor
The CBS Outlet
For Maine
WEED & COMPANY
RADIO STATION REPRESENTATIVES
NEW YORK - CHICAGO
DETROIT - SAN FRANCISCO

RCAC Radiofoto

EGYPT'S — Ancient pyramids looked down on NBC's modern microphones Feb. 6, when A. A. Schechter (at left of microphone), NBC director of news and special events, supervised a broadcast to America featuring native guides, Arabs and Egyptologists. The Egyptian radio engineer signals his instructions from camel-back in this RCAC Radiofoto of a test broadcast a few hours before the regular program.

WWJ to Carry Baseball

WWJ, Detroit, will broadcast all games of the Detroit Tigers baseball team, which also will be carried by WXYZ and seven Michigan Network stations. This season Ty Tyson, veteran broadcaster, will enter his twelfth year of baseball coverage on WWJ.

Dominant Local Interest assures thorough coverage of this RICH MARKET.

WCBS

ILLINOIS 2nd MARKET

NATIONAL REPS. Sears and Ayer

SPRINGFIELD ILLINOIS

THE ILLINOIS STATE JOURNAL STATION

Wheeler Warns Against Monopoly

(Continued from page 20)

some of you are doing outstanding public service work with your stations. I do not believe that a three year license is yet justifiable. Radio broadcasting is still in too unsettled a state. The course has not yet been clearly charted for the future, as I have attempted to indicate to you. I do not say, however, that longer licenses should not be issued—perhaps for a year at the start—as a means of encouraging investment of sounder nature in broadcasting. Possibly that would be a desirable move. Also the Commission by the terms of the act under which it functions can revoke licenses for cause at any time, after due notice and hearing, and it is not necessary for it to await a license renewal period to take punitive action.

It is a relatively easy matter to pick flaws. It is the stock in trade of most of us in Congress. In radio broadcasting there is much that has been done that deserves the plaudits of the people and of government. Many stations—the vast majority of them—are doing outstanding jobs in the broad field of public service, in giving freely and willingly of their facilities for the entertainment and enlightenment and education of the people. During the disastrous floods of just a year ago, radio performed an outstanding work, one that won the spontaneous approbation of the entire nation. However, more time, money and thought must be devoted by you to programs and service to your communities.

It is true many of your programs are excellent but you have not yet learned to keep all the cheap and mediocre sort of things off the air. I refer to those offerings of old-time stage comedians whose stock in trade is the double entendre or downright smut. This is not good for radio. Entertainment which transgresses the standards of decency and good taste undermine the prestige of radio and subject licensees to a risk which they need not assume. I do not believe that the public will long tolerate the use of radio for a type of program which violates fundamental concepts of decency and which is not acceptable at the family fireside. I believe that the moral standards of our people have experienced a definite change during the post war decade. After the World War, individuals and nations seemed to suffer a kind of moral disintegration which is usually the sad aftermath of a bloody human conflict. This retrogression of moral principles expressed itself in many foreign countries through the flagrant disregard of human liberties. In America we had the dizzy stock market boom and witnessed the increasing concentration of wealth and power in the hands of a few. Many business men cast aside their previous concepts and sharp practice became common practice. The economic collapse of the early thirties seemed to have a sobering influence and our people seem to be returning to an appreciation of time-tested values. There has been, I think, a definite improvement in the moral climate of this nation. Our concern today is whether radio has kept pace with this trend. By and large, I think all will agree that many radio programs meet the standards we all desire and recognize as necessary.

There is and should be a real distinction in the standards to be met by radio programs and other types of entertainment. While one can always turn the dial just as one can select what plays and pictures one will see, radio, nevertheless, is a family institution and nothing should be broadcast that is offensive to any member of the family circle. This job of maintaining high program standards that meet the test is, of course, that of the licensees and the networks. And I believe the sound instincts of the radio audiences will reject any use of the radio that violates such standards. If a minority persists in broadcasting that which is mediocre or offends, all radio will suffer.

Whether or not the public demands such programs, I think it the duty of the broadcasters not to bring down the moral standards of the country. It is your duty to bring up the moral standards of this country. You should not let go over the radio anything you would not want your own little boy or girl to hear.

Urges Improvement In Commercials

I have observed that the complaint against commercial announcements has diminished in recent months. But many advertisements over the air to me appear to be far too blatant for the good of the advertisers themselves. I fully appreciate that the frequencies on which you operate were useless before you made investments and put them into service. Because you did put them into service does not, however, give you a property right. They still belong to the people and only as long as the public is properly served may they remain in your charge. Because of your investment and labor in making these frequencies of value, you are permitted to make a profit and earn a livelihood from that investment and labor, that is, as long as you are still serving your listeners. You are not, however, given any authority to transfer your license to another party. The Communications Commission, as the governing body, must determine whether the new applicant is competent, qualified and responsible and is not selling something for far in excess of the real value of the station.

The future of radio—facsimile and television — are intriguing to all of us. Current experiments in facsimile will be watched closely, and television, which promises to give radio a new dimension, staggers one's imagination. During the years of infancy and in the years to come before the practical development of television to a point of perfection where it can be made useful to the public, you in the broadcasting business are undergoing a process of learning. In broadcasting you pioneered and expanded with the development of the art. You are learning what the public expects of you in return for the permit under which you operate.

Television today is possibly further advanced than was broadcasting when some of you first started in the business. Yet today, we find television still within the confines of the laboratory. However, by the time it is ready for release I surmise you in broadcasting of aural radio will be so skilled in your knowledge of service to the public that the visual method of broadcasting safely may be placed in your hands.

And in closing, again let me say, our problems are alike. We must keep away from all tendencies toward monopoly in any form. We must improve our programs. We must keep our microphones open for free and uncensored discussions of our problems, with equal facilities to all. Our constant effort must be toward improvement of public service. We of Congress and you of radio—both dedicated to the public service—have a definite mutuality of interest. In the solving of present and future problems I am always happy to receive your ideas either from you as individuals or from your industry as a whole.

Write or Telephone for

Precision In Measurements

- 24 Hour Service
- Broadcast Frequency Measurements guaranteed accurate within ¼ cycle
- All latest type General Radio equipment mounted on floating concrete base
- Primary and Secondary Standards
- Accurate 365 days each year
- You don't have to sign contracts to do business with us

DONNELLEY MONITORING SERVICE

Phone Lake Bluff 546

Donnelley & Sheridan Rds. Lake Bluff, Ill.

TESTED *RADIO* PROGRAMS

Furnished to Agencies and Advertisers

COMIC STRIPS & CARTOONS

...to merchandise new or present radio programs

PRESS-RADIO FEATURES, Inc.

360 N. MICHIGAN AVE • CHICAGO

TELEPHONE • RANDOLPH 9333

Craven Sees Technical, Economic Gains

(*Continued from page 23*)

broadcasters in this country but also the entire public of this nation.

This agitation with respect to clear channels is brought about by the economic factors involved in the competition between clear channel stations and stations of other classes. I recognize that these economic factors exist, but I believe that if there are inequalities the solution must lie in corrective measures differing greatly from those suggested in the report submitted to you by your managing director. This is a domestic situation, and above all, should not in any way be complicated with international problems.

While I am on the subject of clear channels, I wish to call your attention to the fact that the Engineering Department of the Commission, under my direction, has recommended a change in the former extreme conception of the function of clear channels, not only in the supposed rights of each clear channel station, but also in the number of clear channels heretofore considered necessary.

It is recognized that some of the areas heretofore primarily served by clear channel stations are now also being served by smaller stations, many of which are receiving network programs. The changes suggested by the Engineering Department constitute one of the many steps which must be taken in the direction of solving the inherent economic difficulties involved in the use of the various classes of stations.

However, I believe that the 40,000,000 people in the rural areas of this country who are largely dependent upon the secondary coverage of clear channel stations for their nighttime radio service must not be forgotten, and as an engineer as well as a member of the FCC, I for one cannot agree that any solution of the economic factors involved in competition between stations is a sound public policy if it deprives these millions of rural listeners of good radio service.

In my opinion such a course would result in disaster to the entire radio industry and would lead inevitably to Government operation of radio broadcast stations; and in this connection, I do not believe that Government operation of radio broadcast stations is the desire of the country.

I recognize that the use of clear channel stations may have some disadvantages of an economic character to other classes of stations, but to me the social responsibilities of not only the Government but also the industry itself are paramount to some of the economic disadvantages to a group of broadcasters. However, I recognize the real need of local facilities and the necessity for low-power stations to operate at a profit, and I would recommend that the industry, in cooperation with the Government, seriously study the ways and means to alleviate the economic disadvantages which at this time may appear to be inherent in the existing system.

Urges Economic Studies By the Industry

Recently there has been submitted to the Commission a report of its Engineering Department on the social and economic factors of radio broadcasting. Since it was fully realized that there are so many facts lacking that final conclusions could not be reached on many of the social and economic factors, this report was submitted as a basis of discussion only.

It seems to me that the industry itself should inaugurate studies of its own on the various economic phases, with the view of not only organizing factual data, but also of ascertaining ways and means to rectify, in an evolutionary manner, many of the inherent disadvantages in existing practices. It is my hope that the Commission can cooperate in this study, with the objective of arriving at a sane conclusion leading toward an improved application of radio to the service of the public in the future.

In conclusion, it is my earnest hope that the broadcasters will be able to reconcile their individual differences and effect a cohesive organization which gives full recognition to all of the broader phases of the industry and its social service to the public. I hope that you will avoid the pitfalls involved in ill-considered panaceas for improvement or illogical rectification of any existing inequalities.

I fully realize that in order to be successful, the industry must operate at a profit, but that in order to operate at a profit it must also recognize the responsibilities it holds to the public. And finally, you have a right to expect Government cooperation toward the objective of improved application of radio to the service of the public on a sound economic and technical basis.

The habit of complaining about our public institutions is a typical American characteristic. We all of us criticize policies of government and we have the best government in the world.

Criticism of radio from many sources is no novelty and we have the best radio system in the world. Such criticism of government, of radio and of all our public institutions is a wholesome thing. It tends to prevent stagnation. Indeed, free and open discussion of all these problems is our most essential democratic process.

In a world where such free discussion is being stifled in many quarters, let us continue our traditional habit of frank and honest criticism. Such discussion encourages progress and best serves our democracy.

YODELING PIG — Barney Lavin, commercial manager of WDAY, Fargo, N. D. (right), holding Grunto, two-week-old yodeling pig before taking off from Chicago airport. Grunto was flown to Washington where he appeared on the NBC *National Farm & Home Hour*, Tuesday, Feb. 15. Feeding Grunto is Hal Tate, Chicago correspondent for BROADCASTING who, with Mr. Lavin, escorted the flying pig to Washington and appeared with him on the *Farm & Home Hour*. Mr. Lavin depicted the famous "Hayseed" character featured in WDAY's advertisements in BROADCASTING.

FLIN FLON
Facts
Did you know that . . .
Flin Flon is in the very heart of Canada's fastest growing industry and mining area.
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Weed & Co. - United States.
All Canada Radio Facilities, Canada
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FLIN FLON, MANITOBA
Canada

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Ted Matthews, WNAX, Yankton, S. D.

Sales Group Holds Own Convention, Considers Plans to Beat Recession

WITH 94 station sales executives in attendance, broadcast sales directors held their Second Annual Convention at the Willard Hotel, Washington, Feb. 13, just preparatory to the annual NAB Convention. Problems confronting the sales executives of stations, including "how to beat the recession" ideas and standards of procedure, were discussed.

The meeting was presided over by Chairman Lewis H. Avery, WGR-WKBW, Buffalo. The morning session was devoted to reports of 15 district chairmen, covering the one-day meetings held during the preceding month in eight of the districts. Over 200 sales executives attended these conferences.

The afternoon session was given over to discussion of sales problems. No formal resolutions were adopted.

Present were:

Lew Avery, BBC, Buffalo; H. V. Anderson, WJBO, Baton Rouge, La.; W. H. Appleby, WPG, Atlantic City; Don Abert, WTMJ, Milwaukee; Ellis Atteberry, KCKN, Kansas City; Campbell Arnoux, WTAR, Norfolk, Va.

Dean Bailey, KCKN, Kansas City; Fred Bock, WADC, Akron; C. Alden Baker, WRNL, Richmond, Va.; Hale Bondurant, WHO, Des Moines; E. E. Bishop, WGH, Newport News, Va.; S. G. Boynton, WJR, Detroit; W. A. Bailey, KCKN, Kansas City; R. E. Bausman, WIRE, Indianapolis; D. A. Brown, WHIO, Dayton; H. C. Burke, WBAL, Baltimore; Harry Bannister, WWJ, Detroit.

Miss Chamberlain, WFMD, Frederick, Md.; Steve Cisler, KTHS, Hot Springs, Ark.; James R. Curtis, KFRO, Longview, Tex.; Maurice Coleman, WATL, Atlanta; Red Cross, WMAZ, Macon, Ga.; Bill Cline, WLS, Chicago; C. C. Caley, WMBD, Peoria, Ill.; George D. Coleman, WGBI, Scranton; C. L. Carpenter, WPTF, Raleigh; Lee Chadwick, WTAR, Norfolk, Va.; W. F. Craig, WLBC, Muncie, Ind.

Walter Damm, WTMJ, Milwaukee; Harben Daniel, WSM, Nashville; Don Davis, WHB, Kansas City; William Doerr, WEBR, Buffalo; Hiram Deyo, WGR-WKBW, Buffalo; W. W. Dowell, WOWO, Fort Wayne.

E. E. Edgar, WGH, Newport News, Va.; Don S. Elias, WWNC, Asheville, N. C.; Carl Everson, WHKC, Columbus.

Ed Flanigan, WSPD, Toledo; Leslie Fox, KMBC, Kansas City; J. H. Field, WPTF, Raleigh, N. C.; B. W. Frank, WEED, Rocky Mount, N. C.; John Fetzer, WKZO, Kalamazoo.

Purnell Gould, WFBR, Baltimore; Bill Greenwald, KWBG, Hutchinson, Kan.

C. T. Hagman, WTCN, Minneapolis; Herb Hollister, KANS, Wichita; Byron Howard, WRVA, Richmond; Ralph Hatcher, WTAR, Nofolk, Va.; Ed Hamlin, KSD, St. Louis.

W. C. Irwin, WSOC, Charlotte, N. C.; Donman Inman, WMT, Waterloo, Ia.

Ray Jordan, WDBJ, Roanoke, Va.; J. F. Jarman, WDNC, Durham, N. C.

O. J. Kelchner, WMMN, Fairmont, W. Va.; Darrold A. Kahn, KGKO, Fort Worth; Leonard Kapner, WCAE, Pittsburgh.

Barney Lavin, WDAY, Fargo; Craig Lawrence, KSO-KRNT, Des Moines; Howard Loeb, WFDF, Flint; I. R. Lounsberry, WGR-WKBW, Buffalo.

Wm. F. Malo, WDRC, Hartford; Ed Marchal, WADC, Akron; C. P. Manship Jr., WJBO, Baton Rouge, La.; J. W. Mosher, WPG, Atlantic City; R. H. Mason, WPTF, Raleigh, N. C.; Jack Maxey, WRTD, Richmond; Ken Marsh, WJEJ, Hagerstown, Md.; J. Ray McLannon, WSAL, Salisbury, Md.

John New, WTAR, Norfolk, Va.

John Outler, WSB, Atlanta.

Charles Phillips, WFBL, Syracuse; K. Pyle, KFBI, Abilene, Kan.; G. B. Poyner, WPTF, Raleigh, N. C.

Wm. B. Quarton, WMT, Cedar Rapids, Ia.

J. L. Reinsch, WHIO, Dayton; Roy Radner, WIBM, Jackson, Mich.

Don Searle, KOIL-KFAB, Omaha; John Schilling, WHB, Kansas City; Edgar Shutz, WIL, St. Louis.

Eugene Thomas, WOR, Newark; Cliff Taylor, WBEN, Buffalo; Lloyd Thomas, WROK, Rockford, Ill.

Edgar Twamley, WBEN, Buffalo.

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H. Wheelahan, WSMB, New Orleans; Bill Warner, WAAB, Boston; Bill Williamson, WKRC, Cincinnati; Karl Wyler, KTSM, El Paso.

Ralph N. Weil, WISN, Milwaukee; Jim Woodruff, WRBL, Columbus, Ga.

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Oliver Morton, CBS, Chicago.
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Donald Thornburgh, KNX, Los Angeles.
Robert Tincher, KRNT, Des Moines.
R. M. Tigert, WFOY, St. Augustine, Fla.
Kern Tips, KPRC, Houston, Tex.
Walter W. Tison, WFLA, Tampa, Fla.
Orrin W. Towner, WHAS, Louisville.
Sam W. Townsend, WJW, Akron.
Harry Trenner, WNBF, Binghamton.
Edgar H. Twamley, WBEN, Buffalo.

Raymond W. Ulm, WSAL, Salisbury, Md.
R. E. Underwood, KFYO, Lubbock, Tex.
Owen F. Uridge, WJR, Detroit.

Leonard A. Versluis, WOOD-WASH, Grand Rapids, Mich

James A. Wagner, WHBY, Green Bay, Wis.
Lee B. Wailes, NBC, New York.

Review of Radio Union Activities

(*Continued from Page 18*)

tory progress in her negotiations with NBC and CBS for standard contracts for all performers on network programs.

IBEW Again Active

IBEW, technician affiliate of AFL, is negotiating with the engineers of WNYC, New York, and WPG, Atlantic City, municipally-owned stations. Civil service electricians, carpenters, and painters employed by these stations are paid according to union wage scales.

Negotiations are also going forward at WEVD, New York, and a signed agreement is expected in the near future. The technical staff of Muzak Inc., recently taken over by Warner Bros., is also being organized. It is reported that the AFL local in New York for stenographers, bookkeepers and accountants is signing the clerical and program departments of WINS, that city.

According to IBEW, a tie-in of locals in Providence, Birmingham, Minneapolis, St. Louis, Portland and Los Angeles is contemplated. Difficulties of the CIO technicians' union at WHAM, Rochester, were reported by IBEW which may attempt to organize that station's engineers.

Central States Settles

Negotiations by which engineers of Central States Broadcasting System (KFAB-KFOR, Lincoln; KOIL, Omaha) receive a 48-hour week have been completed with Associated Broadcast Technicians. The ABT, formerly composed of technicians of CBS-owned and operated stations and recently extending its activities to non-CBS stations [BROADCASTING, Feb. 1], further contracted for seven holidays annually with pay, time and a half for overtime, and a week's vacation with pay for each year of service, the maximum annual vacation being two weeks.

Don Searle and Max Bergtal represented Central States in the negotiations with D. J. Dunlop, business manager of ABT, and Ramond E. McGrath, ABT attorney. Dan O'Leary of Kansas City represented the National Labor Relations Board.

Of the 22 engineers represented at the meeting, 17 will receive a scale of $130 per month for one year of service; $151.60 for two years; $173 for three years; $195 for four years; $216 for five years. Four technicians were named assistant supervisors at salaries of $216 per month for one year's service; $227 for two years; $238 per month for three years' service.

One senior supervisor will receive $238 per month for one year's service; $250 for two years; $260 for three years. All wages were made retroactive.

Although ABT made charges against Central States with the NLRB in Kansas City, no formal charges or written complaint were made, according to J. F. Novy, of WBBM, Chicago, secretary-treasurer of ABT and chairman of the organizing committee. Since the present agreement is satisfactory it was learned that no NRLB hearing will be held.

WFBM Replies to ABT

WFBM, Indianapolis, continues its negotiations with ABT [BROADCASTING, Feb. 1]. Unless the union and station soon come to terms, a hearing will be held before the NLRB in Indianapolis, according to Eddie Knight and Floyd Jones, representatives of ABT. Excerpts from a letter sent by R. E. Blossom, WFBM manager, to J. F. Novey of ABT on Jan. 31, follow:

"Concerning your request that we confer with you for the purpose of collective bargaining with reference to technicians, we feel that we are not at liberty to grant your request, for we have recognized the Indianapolis Power & Light Employes Protective Assn. as the exclusive representative of all employes. Having been satisfied by said union that it represents a large majority of the employes of the department which operates WFBM and of the broadcast technicians in that department, we have entered into a contract with that union. This contract is in full force and provides that said union is the exclusive representative and bargaining agent of all of our employes. Therefore, a conference such as you suggest would be fruitless."

Chicago Situation

In Chicago, WBBM engineers have joined ABT while engineers of WGN, WJJD and WCFL are members of the International Brotherhood of Electrical Workers, an AFL affiliate. WCFL because of its AFL ownership will employ only IBEW technicians. The IBEW contract with WGN expires in 1939; the contract with WJJD runs for two more years.

At WMAQ and WENR, technicians are members of the Associated Technical Employes, an NBC company union. WLS has an independent engineer's union, while at the suburban stations, including WIND, Gary, and WHIP and WWAE, Hammond, the engineers are not unionized. American Radio Telegraphic Assn., CIO technicians' union, has signed none of the Chicago stations.

Music Strike Settled

Difficulties between WFAB-WHOM, New York-Jersey City, were settled last week when a new contract, running until Jan. 15, 1939, was negotiated between management of the stations and executives of AFM Local 802. Musicians, who had been on strike for several weeks, returned to work Feb. 14. Each side claims a victory, union reporting that station was signed on a regular Class C basis in accordance with union demands, and station stating that union had asked for employment of 12 men while station stood pat for eight, on which basis contract was signed.

CIO Handbills Distributed

Handbills headed "A Message for All Radio Employes" urging them to join the CIO affiliate, American Communications Association (formerly ARTA), were distributed to employes of CBS in New York as they went to work Feb. 1. At ACA headquarters it was stated that this follow-up to the bulletins distributed to CBS, NBC and Mutual in December [BROADCASTING, Jan. 1] was confined to CBS as part of the fight for recognition of ACA as representative of WABC engineers which is now up for decision before the National Labor Relations Board.

AFRA In Los Angeles

Los Angeles chapter, American Federation of Radio Artists, today believes that it has passed New York in membership to lead the entire nation. Norman Field, Los Angeles executive secretary, told the board of directors at its Feb. 1 meeting that local membership is now more than 1,500, compared with New York's 1,200 recently reported. Chapter, at its Jan. 31 meeting, which was special concession deadline, admitted 241 Screen Actors Guild members to AFRA without initiation fee. The board of directors established a coordinating committee to consider problems of actors, announcers, singers, and sound technicians, and to adjust proposed scales in the classifications. Committee, headed by Fred Shields, includes Frank Nelson, Lloyd Creekmore, Homer Hall, Arthur Gilmore, Hector Chevigny and Bill Lawrence.

AFRA Northwest Chapter

Divisions of the Pacific and Northwest chapter of the American Federation of Radio Artists have been instituted at Denver; Tacoma, Wash.; Portland, Ore., and Salt Lake City, according to Vic Connors, executive secretary of AFRA, who recently returned to his San Francisco headquarters after launching the new chapters.

Connors stated that KOA, Denver; KVI, Tacoma; KGW and KEX, Portland, Ore., have signed up 100% in AFRA and that KSL, Salt Lake City, was expected to do likewise.

The San Francisco AFRA executive also stated that following a membership meeting Jan. 28 contracts were submitted to the San Francisco Bay district stations, presenting the proposed adjustments in wages and hours of all announcers, producers and actors. The contracts, among other things called for a 5-day, 40-hour week or the alternative of a 6-hour, 6-day week. Salaries suggested by AFRA are based on station wattage.

Arthur C. Wallen, Truscon Steel Co., Youngstown, O.
B. L. Watson, Assoc. Music Pub. Inc., New York.
Fred Weber, Mutual Network, New York.
Truman J. T. Ward, WLAC, Nashville.
Ralph N. Weil, WISN, Milwaukee.
William Weisman, WMCA, New York.
Lewis Allen Weiss, Don Lee Broadcasting System, Los Angeles.
Carl H. Wesser, WWJ, Detroit.
Harold Wheelahan, WSMB, New Orleans.
Clarence Wheeler, WHEC, Rochester.
Ray B. White, WAWZ, Zarephath, N. J.
Harry C. Wilder, WSYR, Syracuse.
Arthur I. Willard, WJSV, Washington.
W. P. Williamson, Jr., Youngstown.
W. J. Williamson, WKRC, Cincinnati.
H. W. Wilson, WGTM, Wilson, N. C.
Earl W. Winger, WDOD, Chattanooga.
Donald Withycomb, WFIL, Philadelphia.
Ronald B. Woodyard, WALR, Zanesville.
Harry A. S. Woodman, NBC, New York.
Hoyt Wooten, WREC-WHBQ, Memphis.
Jim Woodruff, Jr., WRBL, Columbus, Ga.
Karl O. Wyler, KTSM, El Paso, Tex.
W. Avera Wynne, WEED, Rocky Mount, N. C.

Lloyd E. Yoder, KPO, San Francisco.
George Young, WDGY, Minneapolis.
John S. Young, Radio Director, N. Y. World's Fair.

Ed Zimmerman, KARK, Little Rock, Ark.

Full Text of By-Laws of the Newly Reorganized NAB . . .

(*Continued from page 25*)

the Executive Committee, and shall be a member ex-officio, with right to vote, of all committees except the Nominating Committee. He shall also, at the annual meeting of the Association and at such other times as he shall deem proper, communicate to the Association or to the Board of Directors such matters and make such suggestions as may in his opinion tend to promote the welfare and increase the usefulness of the Association, and shall perform such other duties as are necessarily incident to the office of the President of the Association or as may be prescribed by the Board of Directors or the Executive Committee. In case of death or absence of the President, or of his inability from any cause to act, the Board of Directors shall elect one of their members to perform for the time being the duties of the President's office.

SECTION 2. SECRETARY-TREASURER. It shall be the duty of the Secretary-Treasurer to give notice of and attend all meetings of the Association, and all Committees and keep a record of their proceedings; to conduct all correspondence and to carry into execution all orders, votes, and resolutions not otherwise committed; to keep a list of the members of the Association; to collect dues, and subscriptions and deposit such sums in the bank or banks, or trust company, approved by the Executive Committee; to keep records of the staff, employes, and agents of the Association, their salaries and terms of employment, and to take charge of and supervise the performance of their respective duties; to prepare, under the direction of the Board of Directors, an annual report of the transactions and conditions of the Association; to keep an account of all moneys received and expended for the use of the Association; to make disbursements authorized by the Board and approved by the President; and generally to devote his best efforts to forwarding the business and advancing the interests of the Association. The funds, books and vouchers in his hands shall, with the exception of confidential reports submitted by members, at all times be subject to verification and inspection of the Executive Committee. At the expiration of his term of office, the Secretary-Treasurer shall deliver over to his successor or to the President all books, moneys, and other property.

SECTION 3. BOND. The Secretary-Treasurer or any other person entrusted with the handling of funds or property of the Association, shall furnish, at the expense of the Association, a fidelity bond approved by the Board, in such a sum as the Board shall prescribe.

ARTICLE IX—DISTRICT AND STATE DIVISIONS

SECTION 1. BOARD MAY AUTHORIZE. The Board of Directors may authorize the organization of State Divisions within districts created by Article III, Section 4, and shall prescribe the rights and duties of State and District Divisions.

No District nor State Division shall have the power to bind the Association unless expressly authorized to do so by resolution of the Board of Directors.

SECTION 2. REPORTS OF ACTIVITIES. Each State Division organized under the provisions of this Article shall report all of its actions to the District Director.

SECTION 3. CONFLICT OF JURISDICTION. With respect to any matter over which there may arise a conflict between the authority of any Division and the Association, the decision of the Board of Directors of the Association shall be binding upon such Division.

ARTICLE X—COMMITTEES

SECTION 1. EXECUTIVE COMMITTEE. There shall be an Executive Committee composed of the President and six directors who shall be elected from and by the Board of Directors at the annual meeting of the Board. The President shall act as Chairman of the Committee and shall preside at all meetings. Vacancies shall be filled as they occur by elections from and by the Board. Two members of the Committee shall be representatives of large station; two members of medium station; and two of small stations. Not more than one representative of any one member shall be included in the membership of the Committee at any one time. The Committee shall, in the intervals between meetings of the Board, have and exercise the powers of the Board in the Management of the business and affairs of the Association. Four members of the Committee shall constitute a quorum for the transaction of business. During the temporary absence of a member of the Committee, the remaining members may appoint a member of the Board of Directors to act in his place.

SECTION 2. ADDITIONAL COMMITTEES. The Board of Directors may, from time to time, by resolution, create standing or special committees from the membership as it may deem requisite and prescribe their duties.

SECTION 3. TERM. All appointments to membership on committees shall be for the period between the annual meetings of the Association, except when they involve filling of a vacancy occurring by reason of death or resignation of a member, or otherwise, before the expiration of his term, in which case they shall be for the remainder of the unexpired term of the previous incumbent or until a successor has been appointed.

SECTION 4. RECORDS. All Committees shall keep suitable records of their proceedings, of which copies shall be filed promptly, by mail or otherwise, after each meeting, in the executive office of the Association.

SECTION 5. REPORTS. Each Committee shall report to the Association annually the result of its activities, and at such other times as the Board of Directors or the President of the Association may prescribe.

SECTION 6. SECRETARY. The Secretary-Treasurer of the Association shall be secretary of each standing and special committee, except when the Board of Directors, in creating the committee, otherwise provides. He is authorized to designate an alternate to act for him when he is unable to attend the meetings of any committee.

ARTICLE XI—OFFICES

SECTION 1. CORPORATE OFFICE. The principal corporate office of the Association, as required by law, shall be located at 7 West Tenth Street, in the City of Wilmington, County of New Castle, in the State of Delaware, or at such other place or places as the Board of Directors shall from time to time designate, in accordance with the provisions of law.

SECTION 2. EXECUTIVE OFFICE. The Executive Office of the Association shall be located in the City of Washington, District of Columbia. The Association may have such other offices as the Board of Directors may determine from time to time.

ARTICLE XII—SEAL

SECTION 1. The Association shall have a seal of such design as the Board of Directors may adopt.

ARTICLE XIII—AMENDMENTS

SECTION 1. These By-Laws may be amended, repealed, or altered in whole or in part, by a two-thirds vote at any annual meeting of the Association provided the proposed change is submitted by mail to the last recorded address of each member at least thirty days before the time of the meeting which is to consider the change.

SOUTHERNERS, ET AL—Left to right: Harben Daniel, WSM, Nashville; H. V. Anderson, WJBO, Baton Rouge; Harold Wheelahan, WSMB, New Orleans; Frank Crowther (Red Cross), WMAZ. Macon; Darrold Kahn, KGKO, Wichita Falls; Charles Manship, WJBO, Baton Rouge; C. F. Phillips, WFBL, Syracuse.

Uniformity in Cost Accounting Urged

Hollister Presents Plan for Adjustment of Rates

THE conclusion that there are two vital needs in adjustment of rate structures of stations, notably in connection with local rates, has been reached by Herb Hollister, general manager of KANS, Wichita, after a survey of the field. He concluded that a uniform cost accounting system and a uniform rate structure based on costs are necessary if uniformity is to be brought about in local rate structure.

The radio rate survey covered a study of the local rate structure for stations in cities of 75,000 to 125,000 population, based on the one-time rate.

Sixty replies from 43 cities having an average population of 99,000 each and a retail zone area of 327,000 each were studied. The average rate for all 60 stations was $52.41 for one hour during the day and $85.15 for one hour at night. To show the wide disparity in rates reported, Mr. Hollister produced the following table:

Average Rates (All 60 Stations)

	Day	*Night*	*Increase AM/PM*
60 min.	$52.41	$85.15	62.47%
30 min.	31.43	51.35	61.47%
15 min.	19.17	31.30	63.27%
10 min.	12.77	20.67	61.86%
5 min.	10.57	18.47	74.74%
1 min.	5.22	7.79	49.23%
100 words	4.72	7.53	59.53%
50 words	3.96	5.25	32.58%
25 words	2.92	4.87	66.78%
Average increase			59.10%

Mr. Hollister also included in his report a breakdown of average rates by power. In the local station group of 100-250 watt stations, he found that the average increase of night rates over day rates was 47.87%. In the group were 24 stations, of which 17 used a dual rate and seven maintained one rate for both local and national advertisers. Strip rates were quoted by nine stations.

For the second group of stations in the 500-1,000 watt classification, the average increase was 56.22% over day rates. Ten stations reported of whom seven had a dual rate and three maintained one rate for both local and national advertisers.

In the third group of 1,000 watt to 5,000 watt day stations, the night increase over day rates was 80.31%. There were 21 stations of which all maintained a local rate separate from the national rates.

In the fourth classification of stations of 10,000 watts power and more, the night rate increase over day was 84.73%. Five stations reported of which three used a dual rate and two maintained one rate for both local and national advertisers.

The detailed analysis can be procured from Mr. Hollister.

Mutual's Map

MUTUAL Broadcasting System compiled a special brochure for the NAB convention showing a comparison of the radio homes, population and retail sales together with coverage. One map shows complete coverage of all Mutual stations with WLW, a second map shows complete coverage of all Mutual stations with WSAI while a third map shows coverage of all basic Mutual stations with WLW.

McNinch Warns Industry to Toe Mark

Calls for Cleansing of Programs; Plans a Network Probe

(*Continued from page 16*)

no monopoly, that there may come about no centralization of control, that you may have preserved to you and your stations that degree of autonomy and of self control, for the protection of your own economic interests and of the service of your own local communities that I believe is ultimately to the best interest of all concerned in the industry.

I have in mind suggesting to the Commission that it proceed soon to investigate whether a monopoly exists, whether there is any undue or anti-social centralization of power and control. I do not say there is, for I have not sufficient information to justify such a statement. This should include an investigation of the chain broadcasting systems and of the chain contracts with affiliates, of the management contracts and of the actual practices of the chains in dealing with affiliated stations.

So much has been said in Congress, by the press and by the people about monopoly and the control of the industry that the time is here when we must deal with these problems by fully exploring the matter so we may have exact information rather than hearsay upon which to predicate judgments and wise policies.

If I have spoken earnestly upon this subject it is because I feel earnest about it, but you should not read into anything I have said anything I have not said or not intended to convey. If there is nothing unwholesome or anti-social in the industry, then the white light of an investigation will not only do no harm but will clarify the atmosphere and do all concerned a real service. We have the highest authority for believing that we should know the truth and that the truth shall make us free.

Commission's Power To Regulate Networks

The Communications Act vests the Commission with power and authority to regulate chain broadcasting and I believe it ought to do this promptly if it has the necessary information upon which to base regulations. If not, this information should be obtained as soon as possible so that within a few months the chains, the affiliates and the public may know the standards, requirements and policies prescribed in the regulation of the chain systems.

As a necessary means to the proper regulation of the industry, I hope the Commission will soon adopt a uniform system of accounting. Only through such a system can the Commission or the industry or the public have any dependable and comparable financial data. The Commission will not, of course, adopt such a system without first giving you opportunity to consider the proposed system and inviting your suggestions and criticisms. The system ultimately adopted must be thorough and comprehensive—comparable to the uniform systems of accounting adopted for the regulation of other industries.

Praises Chain Programs; Views on Censorship

My comments on the necessity for regulating the chain systems were made in the light of the fact — and it is a fact — that I have a genuine appreciation of the contributions made to our programs by the chains. I commend them and I do it with the utmost of sincerity. I congratulate them upon giving the American people program material that is not equalled in any other country so far as I know.

Indeed, I am disposed to doubt whether, under our present system, there could be supplied programs of the kind and quality we now have except through a chain system or something akin to it. And hence, what I have said about the chain system is directed only to its possible abuse and not to its proper use.

While the broadcasting industry is to be highly commended for the quality of most of its program service, I would be less than candid if I did not say that in my opinion some of the program features fall below the standard which I believe the public expects and has a right to expect.

This comment and such further comments as I may make on programs is made in a friendly, cooperative and purely advisory spirit. It is not intended to carry the least threat. I want to help you if I can, for that is my job. I hope I may be able to look at these things from the standpoint of the average citizen. Maybe you are not quite so well placed to do that, for sometimes we are so close as not to be able to see the woods for the trees. All that I say is intended to be helpful to you rather than hurtful.

I am neither a purist nor a prude, though I have had questions asked me indicating that I was both—and then some.

Not at all! I think I am just an average American citizen. If I have ideals and fairly high conceptions of public interest, public taste and public desire I do not believe I overrate the concepts of the average American citizen. I do not think I have any higher conception of the home than you have, and I am not willing to grant that any other has a more exalted opinion of the home than I have. I have a family, a wife and five children, and I can get a fair impression similar to that made upon the average American home by program material that is broadcast.

Reactions in Average American Home

As I sit in our family circle listening to the radio, we are, I believe, a typical American family. Some programs are not welcomed. They subtly and sometimes boldly suggest to young people things that I wonder if any of you think it proper to suggest to young minds in their plastic and formative stage when impressions are quickly and indelibly made, often to last through life. Beware of the danger to the ideals, the morals, the thought-habits of our youths and children. I wonder if here there is not the highest possible degree of responsibility that is carried by any public agency because you do come into our homes, whisper your message or your song whether for good or ill to those assembled.

I do not believe in, I do not want, I shall not exercise consciously any power of censorship. The supervision of your programs rests squarely upon your shoulders, but it is definitely there and it goes with and is incident to your license. You cannot escape that responsibility.

I have heard that some have the jitters about what the Commission may do about censorship. I do not know what I may say about it that would not be misleading, but I shall try to say a helpful word. Why have the jitters about censorship? The Commission has done nothing that I know to justify your sitting on edge lest you be hailed into court upon some frivolous accusation as to a broadcast over your station.

If you sat at my desk you would read many, many complaints against the stations, about which you do not hear because they do not appear to warrant active consideration.

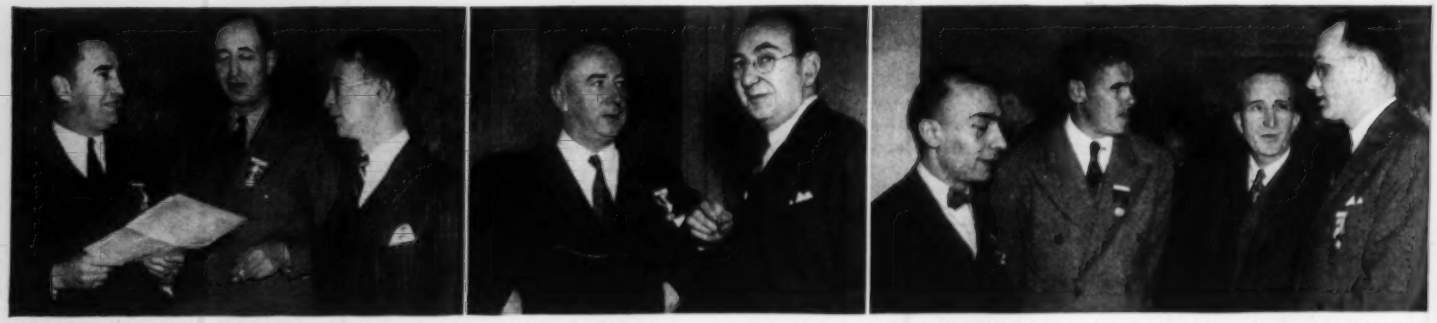
Forwarding Complaints To The Stations

I send other complaints to you from time to time without any expression of opinion but for your information. I think I owe that to you. You would not like, would you, that the Commission should continue to receive complaints against your station without your knowledge? When the complaints are received from the Commission without comment, I would like you to be sure that the commission has formed no opinion whatever touching the matter complained of.

Of course, all complaints re-

DEAD EARNEST—Are the chairman and former chairman of the FCC: Frank R. McNinch (right) talking things over with Judge E. O. Sykes.

RCA DEMONSTRATES—Its new speech input amplifier. At extreme right is Engineer S. W. Goulden showing how it works, while (right to left) stand Lewis M. Clement, RCA Mfg. Co. vice-president, also pointing out a feature; Clifford Harris, WIP, Philadelphia; Benedict Gimbel Jr., WIP; W. L. Lyndon, RCA.



CORRIDOR DISCUSSIONS—Left to right: Harold C. Burke, WBAL, Baltimore; R. N. Weil, WISN, Milwaukee; Leonard Kapner, WCAE, Pittsburgh. Others in the panel are H. A. Lafount (former Federal Radio Commissioner), representing WAGA, Atlanta; Ralph Atlass, WJJD, Chicago, and WIND, Gary; Harold Thomas, WTAR, Waterbury, Conn., and WBRK, Pittsfield, Mass.; Jerry King, Standard Radio Inc.; N. L. O'Neil, WSJS, Winston-Salem, N. C.; Frank M. Headley, Kelly-Smith Co., New York, shown in conversational moods.

ceived against a station will be considered in connection with its application for a renewal of its license. You know as well as the members of the Commission what is fair, what is vulgar, what is decent, what is profane, what will probably give offense. It is your duty in the first instance to guard against these.

It is the Commission's duty in the last instance to determine fairly and equitably and reasonably whether you have lived up to the high duty that is yours. The tenure of your license is so long as you exercise it in the public interest, convenience and necessity.

The key to that statutory phrase, in my judgment, is *public*. "Public" must be paramount. If something has been broadcast that is contrary to the public interest, is vulgar, indecent, profane, violative of any rules of fair play ordinarily recognized, or that might be reasonably anticipated to give offense, I conceive it to be the duty of the Commission to do something about it.

But, does that carry any threat that should cause you concern? You do not intend, do you, that material of this sort should go over the air? It is your purpose, I am sure, to safeguard the public interest to the fullest measure you can in the exercise of the facilities at your control.

Suggests Close Scrutiny of Scripts

May I suggest for your own good that you scrutinize more carefully the sponsored advertising script and ask yourself, in each case, not how profitable will this be, not will the public tolerate this, not can we get by with this, but—Will this be in the public interest?

You won't have much trouble if you will apply that acid test to every script as it lies upon your desk. It will take courage, but you must have the courage to resolve your doubts, if you have any doubts, in favor of the listening public and against your immediate financial gain.

May I inquire whether you think it is in the public interest that medical remedies and certain other products be advertised in phrases that are extravagant, obviously exaggerated, deceptive, misleading or even false?

If you do not think it is in the public interest, take your courage in your hand and say that it can't go out of your station if you deem it not to be in the public interest.

Keep in mind, while making your determination on a particular script, that it is to be heard in the home. Put yourself in the other person's place. They don't get any money out of it. They are not concerned with the financial aspect of it. They think radio belongs to them. It does. They believe you are licensees of radio, that is is loaned to you, that you are using what belongs to them, that you are authorizing someone to visit the home and speak to them. Before you introduce the salesman to the family circle, apply the yardstick, "Is it really, honestly in the public interest?"

I think you have a responsibility not only as to the language in which the sales talk is made but equally as to the kind of products that you advertise. There are many products that it is perfectly lawful and legitimate to sell, but some of them may not be of such character that the average American home will welcome them.

Suggests Rejection Of Liquor Promotion

And now, I am going to be bold. I am going to suggest that you consider the wisdom of adopting a policy that would deny your facilities to those who seek to cultivate the consumption of intoxicating liquors. There is comparatively little advertising of intoxicating beverages over the radio and you are to be congratulated on so largely eliminating this sort of sales appeal. But I believe you would do well if the American public understood you were not willing to lend your facilities for sales talks intended to increase the consumption of intoxicating beverages, especially when you remember that that appeal is to be made in the home to children of all ages and both sexes.

The majority of our citizens have registered their will that it should be lawful to sell such beverages, but the minority has, I believe, a right to have its homes protected against that which is offensive.

I commend the industry upon the service it has rendered without compensation to many fine social, religious, civic and educational causes. Your contribution has been noteworthy. There are, however, yet wider fields of usefulness for the radio. I believe you will win and deserve an even large measure of public favor than you now enjoy if you can find it practicable to make your facilities available for even greater measures of public service.

As you know, the Commission has recently made allocation of some 25 channels in the high-frequency band between 41,000 and 42,000 kcs. to recognized non-profit educational agencies for the advancement of educational work in local communities. You have a great opportunity to supplement this local educational work by close and active co-operation with organizations devoted to educational broadcasting, including the Federal Radio Education Committee which was appointed by the Commission in December, 1935. This committee has already accomplished a great deal in the field of educational broadcasting and it now has a program of projects which, if the means are available to continue its work, would prove of great value in advancing the cause of educational broadcasting.

And now I touch a sensitive spot. This committee's budget calls for $250,000 to carry forward 10 projects for from two to four years. Of this amount, $167,000 was allotted to foundations and has been subscribed, so I am advised. The sum of $84,000 was allotted to broadcasters, and I understand that only a relatively small part of this amount has been forthcoming. I respectfully commend the work of this committee for your favorable consideration.

Lauds Broadcasters Code of Ethics

I have read with satisfaction the code of ethics adopted at your 1935 convention and every licensee who lives up to this code strictly will show his sincere desire to use the license privilege to serve the interests of the public. I am especially concerned with those code declarations intended to protect and benefit the listeners and I note with gratification this declaration in your code: "Recognizing the radio audience includes persons of all ages and all types of political, social and religious belief, every member station will endeavor to prevent the broadcasting of any matter which would commonly be regarded as offensive."

This is a sound declaration for the protection of the rights of minorities, which has always been one of the produest boasts of our American traditions. To attempt to justify a broadcast of something offensive to racial, religious, social or other groups on the ground that the majority will not be offended by such a broadcast is, in my opinion, to overlook that which I believe to be a fact, that the majority is fairminded and will itself resent an abuse of or an injustice to the minority.

May I informally express the hope that I may come to know many of you personally. I shall be delighted to have you come to see me. If you have problems now or later I would like for you to come in and talk them over, for in such conferences minds may often meet and meet constructively.

I could have but one purpose, it seems to me, in desiring to stay with this work for a while longer and that is because I'd like to serve the public in this wide field of opportunity. If I may somehow find the wit and wisdom, and if I may summon the courage to do it, I'd like to help the industry and I'd like to advance the interests of the listening public.

This may not always or best be done by pursuing the course of least resistance. Often that may be the very course that leads us to hurt and to harm. If you may have the notion that I intend to regulate the industry strictly, may I ask you to look at the record in another industry which was regulated strictly insofar as we were capable of doing it. The sum total, I believe, is rather generally agreed to have been constructive and helpful and redounded to the good of the industry.

If I may not always be able to accept your views, I hope at least you will believe me to be sincere and fair and earnestly desirous of helping you solve problems so that the industry may be lifted up and exalted in the public favor. If anyone may be asking the question as to whether there may be any future change in the licensing system we may now have, you hold the answer. By your fruits the public will know you and judge you.

I want your good will. You have mine. I want your help. You shall have mine. I want your candid judgment and frank expression of

(*Continued on page 110*)

Finch Facsimile Shown First Time

System Already in Operation At Stations WOR and WHO

FIRST semi-public demonstration of "home facsimile," using the Finch system, was demonstrated in New York Feb. 14 when printed material and pictures were transmitted over experimental station W2XBK, licensed to the Finch Telecommunications Laboratories, on 1614 kc. The facsimiles were sent from the laboratories at 37 W. 57th St. and received on Finch recorders placed in the Hotel Paris at 95th St. & West End Ave.

Mr. Finch

William G. H. Finch, onetime assistant chief engineer of the FCC and inventor of the system, left immediately thereafter for the NAB convention in Washington. It was reported there that he was conducting conversations with Western Electric Co. executives for a possible manufacturing affiliation, but this could not be verified.

Eight broadcasting stations, including several that are newspaper-owned, have ordered Finch apparatus, with at least two of them—WOR, New York, and WHO, Des Moines—already having their after-midnight experimental facsimile broadcasts on the air for reception via their regular wave lengths. The other stations having Finch transmitting and receiving apparatus on order are WGN, Chicago; WSM, Nashville; KSTP, St. Paul; WHK, Cleveland; WGH, Newport News, Va. These have already been authorized to operate facsimile by the FCC, and, according to Finch, other applications now pending before the FCC contemplate the use of Finch apparatus.

"The system devised by Mr. Finch," says a statement by the Finch Laboratories, "makes use of a non-processing white or carbon-backed paper, all printed matter being immediately visible at the receiving end. The width of the material received on standard home recorders is 4 inches and the speed of reception of printed matter is 5 feet per hour. Recorders capable of recording material in the home on paper 6 inches wide, or tabloid size, now are being developed.

"The use of the Finch system is not limited in its application to local power areas, as are other facsimile systems. In fact, Finch recorders located in any one state may receive transmitters from a radio broadcaster located in another state.

"Finch home recorders are entirely automatic in their operation. A time clock is set to start and stop the machine at pre-selected hours. The clock starts the machine by simply turning on the electricity with the recorded copy emerging through a slot in the rear of the machine. The recorders are approximately the size of a typewriter and are designed to operate from any a. c. or d. c. power source and even for battery operation for farm use."

Story of the NAB Convention

(*Continued from page 14*)

two-thirds majority for adoption. By a showing of hands, the reorganization plan was adopted 133 to nothing.

Unanimous Adoption Causes Surprise

This vote came as a distinct surprise, since there had been a few rumblings of underground opposition, precipitated by the Baldwin report which had been submitted to the membership two weeks in advance and in which he, in effect, recommended a reorganization plan of his own. Mr. Baldwin, as well as other officers and directors of the association, immediately relinquished their posts with the adoption of the plan.

President Elmer turned over the gavel of the meeting to Mr. Ethridge immediately after the Committee of the Whole action, and he continued to preside over the sessions.

Mr. Craig, author of the reorganization resolution, and as such the ranking member of the Reorganization Committee, opened his remarks with the statement that the plan of reorganization was one designed to make the future more effective than the past. He recounted the manner in which the Reorganization Committee worked from the time of its designation at the emergency NAB convention held in New York last October and at which time it was apparent that radical adjustments had to be made to alleviate their objections to the trade association.

Mr. Craig expressed the hope that the report would be adopted by the vast majority of delegates and that there would be an absence of dissension. He said the Committee did not want a "disappointed minority" but desired to see set up and maintained an organization to serve "all of our needs and at the same time flexible enough to serve the peculiar needs of groups in our association."

"I hope," he said, "that we leave with a majority plan wholeheartedly accepted by the association. Without it, we hope for nothing more than the wrangling which has characterized this Association for the last few years."

As the report was read by Mr. Craig section by section, committee members clarified certain provisions about which questions were raised. Most active in this explanation, in addition to committee counsel Loucks, were Messrs. Damm and Shepard.

M. R. Runyon, CBS vice-president, raised a question about the phraseology of the paragraph dealing with elegibility of active members. He pointed out that the language, as written, did not specify that a company operating more than one station could have more than one member. The language was modified to provide that each broadcast station, irrespective of its corporate ownership, should be eligible for membership and for one vote through an accredited delegate.

In connection with the provision for increased dues, designed to raise $250,000 per year on the basis of the present membership, Mr. Shepard explained that the scale was premised on what amounts to payment by the stations of one-third of 1% of their average annual revenue. He added that if the membership of the NAB shows a substantial increase it will be possible at the next annual convention to reduce the scale of dues uniformly.

Shepard Explains New Dues Structure

Mr. Shepard said that the experience in the past has been that the NAB, during a crisis either has been broke or "badly bent" with the result that necessary work could not be done. He said it was hoped that with the substantially increased funds (more than double now received) the NAB might be in a position to build up a war-chest.

New stations, which could not base their revenue bracket on the previous year's net revenue, would be required to pay only the minimum monthly dues of $5.00 until such time as they had figures available for the first year's operation.

Mr. Damm explained that no provision was made for voting by proxy either at NAB conventions for directors at large or at the district meetings at which directors are elected. There was applause when he said that the Committee felt that a man should be present at a meeting if he wants to say anything about the conduct of his organization or else denied a vote. He added that the manner of election prescribed should tend to eliminate "electioneering" at the convention.

No Appointment To Paid Presidency

When that provision of the plan regarding retention of a paid president came up, Mr. Ethridge explained that no individual had been canvassed by the committee or by anyone else in authority for the position. After the new board has been elected, he said, it can then canvass the field and decide upon the man to take over the industry helm for as long a tenure as it deems desirable. Question was raised by George Norton, president of WAVE, Louisville, as to whether that did not mean that the Board had authority to select a man for as long as 10 or 20 years and the Committee responded in the affirmative, feeling it should have that degree of authority. That provision was permitted to remain as offered.

In connection with the provision that the board of directors may create standing or special committees from time to time, Herb Hollister, KANS general manager, asked that the convention refer to the new board the matter of setting up of a Sales Executives Group within the organization.

The petition asked that the reorganized NAB include a sales committee empowered to discuss sales problems, exchange sales ideas, review practices and take other actions in closed meetings. Any actions would be submitted to the board of directors for information and review. Without objection, the petition, drafted by Charles Caley, commercial manager of WMBD, Peoria, as chairman of the Recommendations Committee of the Sales Directors Group, was referred to the incoming board.

In quick succession remaining sections of the Reorganization plan were adopted. Thereupon, John D. Ewing, president of KWKH and KTBS, Shreveport, and publisher of the *Shreveport Times*, said he felt it was only proper that the convention should express its thanks to the Reorganization Committee and its counsel for its excellent work. He added that he regarded it as "the beginning of a new and better day for broadcasting." There was enthusiastic applause upon adoption of the proposal.

Directors Named By Various Groups

With that order of business concluded, Chairman Ethridge then designated the caucus rooms for the 17 districts set up under the plan, to meet Monday evening and elect their 17 Board members. He pointed out that while no mention of networks per se was made in the reorganization plan, it should be kept in mind that the networks are a most essential unit in the broadcasting structure and that the networks should be considered in the election of directors by the regional group and for the six directors at large, to be nominated by the regional groups.

Committees named by President Elmer for the convention were: Resolution, Clair McCollough, WGAL, Lancaster, chairman; Earl C. Glade, KSL, Salt Lake City; H. K. Carpenter, WHK-WCLE, Cleveland; Herb Hollister, KANS, Wichita, and John Fetzer, WKZO, Kalamazoo. The Elections Committee comprised Warren Williamson, WKBN, Youngstown, chairman; I. R. Lounsberry, WGR-WKBW, Buffalo, and C. T. Lucy, WRVA, Richmond.

Within a few hours of adjournment of the first day's convention, all of the 17 districts had named their directors. Amazement was expressed over the fact that there was practically 100% attendance of NAB member stations at the 17 divisional meetings.

McNinch Pulls No Punches In Vigorous Address

Opening the Tuesday session, FCC Chairman McNinch delivered an address largely extemporaneous, which matched that of Senator Wheeler for frank and forthright discussion of industry problems as he viewed them. For nearly two hours he expounded his views, promising cooperation with the industry and asking the broadcasters to bend every effort toward lifting broadcasting standards.

Rising applause was given the FCC chairman. Broadcasters generally commented that it was the

first time they had had "the truth told to us"; that he had "sold himself to the industry"; that his speech was the "healthiest thing" the industry ever listened to, and that it was "powerful."

In opening his address, Chairman McNinch dispelled any idea that he planned to leave the FCC any time soon. Whereas he originally planned to remain three or six months, and then return to his chairmanship of the Power Commission, he informed an intensely rapt audience of some 300 broadcasters that he had found his new work so intriguing and fascinating that he planned to continue it "until I may have had a part in at least charting a course of constructive regulation and formulation of policies for the guidance of the industry and the solution of some of the more important problems inherent in radio."

FROM MANY SECTIONS—Comes this group, left to right: Maurice C. Coleman, WATL, Atlanta; Ray Linton, Chicago, station representative; H. R. Carson, All-Canada Radio Facilities Ltd., Calgary, Atla.; John McCormick, KWKH-KWEA, Shreveport, La.

Recognizes Profit Motive, Hits Use of Political Influence

While pledging cooperation and in asserting he favored a fair and decent return for broadcasters, Mr. McNinch in plain and forceful language expressed his views regarding the need for regulation and for public service. He recognized the need for the "profit motive", but cautioned that public service was the primary consideration, declaring that large profits today might return to plague broadcasters tomorrow. He used the analogy of killing the goose that laid the golden egg, in emphasizing his views that broadcasters should not abuse the franchise given them. It will be an ill day for broadcasting, he said, if the facilities are permitted to become "a whirligig of fortune or a plaything of fortune." In pleading for cooperation from the industry, he said that by cooperation he meant public spirited assistance "not mere lip service." He lashed out at the use of "political pull" and influence, asserting that some broadcasters have relied on it rather than on showings of public service.

Promises FCC Inquiry Into Alleged 'Monopoly'

Like Senator Wheeler, Chairman McNinch called attention to the alleged "monopoly" issue, and it was when he promised an FCC investigation of monopolistic tendencies and of network operations, contracts and leases by the FCC that he struck the high spot of his impassioned address. He pointed out radio was a young industry and need not fall into the errors of other industries, which he said came under the influence and domination of a few "powerful greedy men." He warned broadcasters that such a thing could happen in radio "silently, gradually and unostentatiously." He referred to a statement made to him by someone in broadcasting that "radio cannot survive an Insull."

Apropos networks, he said he would suggest to the Commission that it proceed soon to investigate the question as to whether there is a monopoly and whether there is any undue or anti-social centralization of power and control. This, he said, would mean an investigation of chain broadcasting systems and of chain contracts with affiliation; of management contracts and of actual practices of chains in dealing with affiliated local stations. By fully exploring these matters, he asserted, the Commission may exact information, rather than hearsay, upon which to predicate just judgment and wise policies. He emphasized, however, that he did not want read into his remarks anything he did not say; that there is nothing unfair in his opinion and that no harm can be done if the investigation shows no evils.

Adoption of a uniform system of accounting for broadcast stations was advocated as a necessary step. Only through such a system can the Commission and the industry and public have dependable and comparable financial data, he said. He declared that before adoption of such a system he felt the Commission would hold hearings to invite suggestions and criticisms. "However, the system ultimately adopted must be thorough and comprehensive and comparable to the uniform systems of accounting adopted by regulatory agencies for other industries," he stated.

Denies Censorship Plans But Urges Improved Programs

While asserting that programs are to be highly commended for the most part, he said he would be less than candid if he did not add that some program features fall far below standards which he believed the public has a right to expect. Emphasizing that the Commission had no power of censorship and that it did not propose to exercise any, he said his comments on programs were made on a friendly, cooperative and purely advisory spirit and were designed to be helpful rather than hurtful.

The responsibility for censorship of programs, he said, reposes squarely on the broadcaster. Asserting he had heard reports that some broadcasters have the "jitters" about what the Commission would do on programs, he said he thought this was unfounded, adding that the FCC has done nothing he knew about to advance such a view.

"The tenure of your license is as long as you use it in the public interest, convenience and necessity," Chairman McNinch continued. He said he was "neither a purist nor a prude" but he felt that one does not have to be either to believe that those who visit the family circle by radio "should be careful not to abuse this privilege." Chairman McNinch suggested that broadcasters, for their own good, scrutinize more carefully the sponsored advertising script and urged the broadcasters always to resolve doubts in favor of the listening public.

Urges Voluntary Ban On Liquor Advertising

Chairman McNinch also suggested that broadcasters deny their facilities to those who seek to cultivate the consumption of intoxicating beverages. Declaring there is comparatively little advertising of such beverages on the air, he said he personally believed that those who drink as well as those who do not drink would approve the elimination from the air of advertising directed toward increased consumption of intoxicating beverages.

Craven's Main Theme Is Havana Treaty

In contrast to the addresses of Senator Wheeler and Chairman McNinch, Commissioner Craven spoke dispassionately though in pointed fashion on the industry problems. He made his main theme the Havana treaty and the impending reallocations. He asserted he felt the treaty was the best possible solution to the North

MORE CONVENTIONEERS—Left to right: O. L. Taylor, KGNC, Amarillo, Tex.; John E. Fetzer, WKZO, Kalamazoo; Kern Tips, KPRC, Houston; Doris Keane, WHIP-WWAE, Hammond, Ind.; Edgar P. Shutz, WIL, St. Louis; Charles Caley, WMBD, Peoria, Ill.; Edgar Bill, WMBD, Peoria, and WDZ, Tuscola, Ill.

American wave length problem, declaring that the price paid is much smaller than hitherto thought possible for such an international arrangement. He urged ratification of the Havana treaty and settlement at home of whatever domestic differences may exist subsequent to that. International complications may result if attempts are made to place reservations in the treaty itself, he said.

In opening his address, Commissioner Craven pointed out that he spoke independently, that he had not discussed his address with the preceding speakers, and that therefore there might be some duplication of subject matter, if not thought.

The engineer-commissioner prefaced his remarks by saying he considered the American system of radio beyond question the best for this country. He said he knew of no sound reason for suggesting radical change in the fundamental law governing radio.

Favors Private Operation With Profit Motive

Without going into great detail, as did Chairman McNinch, Commissioner Craven said simply that he thought that it was proper that broadcasting in this country be operated by private industry and equally proper and necessary that this industry "be encouraged to earn reasonable profits when it renders good service to the public."

Declaring he believed there is need for improvement in the broadcasting industry, Commissioner Craven, continuing in a conciliatory tone, said he felt these improvements should be made voluntarily by the industry with the cooperation of the Government "after there has been a thorough accumulation of facts to enable a clear comprehension of the economic consequences of any proposed change." "Thus," he said, "improvement in the industry must be evolutionary, and both the Government and the various elements of the industry should avoid radical panaceas or cure-alls. At least all should have sufficient facts to enable far-sighted vision as to the economic and social results of any changes which at first may appear to be desirable."

Takes Issue With Baldwin's Treaty Report

In discussing the North American conference, Commissioner Craven recounted the events leading up to it and the perilous situation that confronted radio in this country unless an amicable agreement were reached. He criticised the recent report of Managing Director Baldwin relating to the treaty, declaring that he was "surprised at the apparent lack of understanding of the treaty," and asserting that he felt that the industry "should be seriously concerned with some of the recommendations made in his report with respect to reservations to be placed in the treaty by the Senate of the United States." He added that he felt it would be "most unwise to cause the sacrifice of the fine opportunity now presented for a sound settlement of a most difficult international problem by injecting purely domestic conflicts which properly should be resolved by complete hearing and consideration under the accepted administrative procedure." To place reservations in the treaty such as were recommended, he said, easily might bind this country unnecessarily in the future.

All Convention photographs in this issue were taken by Harris and Ewing, Washington. W. J. Forsythe was the photographer.

Commissioner Craven pointed out that under the treaty all of the 32 disputed clear channels reserved for prior use in the United States could be used, because of the flexibility of the pact, for any class of station whether clear, regional or local. The plan is to use 25 of them for clear channel stations.

Discussing agitation with respect to clear channels, Commissioner Craven said he recognized the economic factors involved but declared that he believed that if there are inequalities the solution must lay in corrective measures differing greatly from those suggested by Mr. Baldwin. The situation is a domestic one, he said, and should not in any way be complicated internationally.

Defending the clear channel function of serving rural areas, he said he believed that if the 40,000,000 people living in rural areas were deprived of good radio service it would "result in disaster to the entire radio industry and would lead to government operation of radio broadcast stations."

"In this connection, I do not believe the government operation of radio broadcast stations is the desire of this country," he said.

Ten resolutions, for the most part routine, were adopted in quick succession at the closing session. Under the chairmanship of H. K. Carpenter, WHK-WCLE, Cleveland, the resolutions were voted without dissenting voice. Resolutions of thanks were adopted for President Roosevelt's message and addresses of Senator Wheeler and the two commissioners. Appreciation was expressed for the work of convention's general chairman, Mr. Spence, and for the work of the local committee comprising William B. Dolph, WOL; Harry C. Butcher, WJSV, and Frank M. Russell, WRC-WMAL. Resolutions of a non-routine nature included one expressing the thanks of the convention to the Committee on Reorganization and to Counsel Loucks "for their untiring efforts and admirable work in presenting a plan of reorganization so equitable, comprehensive and complete as to win the unanimous approval of the members of this association, an action unprecedented in the history of the organization."

Resolutions Support Longer Licenses; Education Fund

Another resolution, a convention perennial, reiterated the position of the NAB in favoring the issuance of station licenses for three years, as permitted under the law, instead of six months as now in force. A final resolution reaffirmed the resolution adopted at the last convention, urging that broadcasters contribute their share of the $83,000 fund for the projects of the Federal Radio Education Committee.

In announcing the procedure of the 17 regional directors in nominating 12 men for the six posts of directors-at-large, Chairman Ethridge pointed out that the committee was guilty of "one piece of rigging." At the district elections of the preceding day, two CBS officials—Messrs. Thornburgh and Gammons—were elected to the board. No NBC officer was elected. The "rigging," he said, was that of nominating Mr. Russell, retiring board member, to run against Kenneth Berkeley, manager of NBC's WRC and WMAL, Washington, for one of the two regional directorships-at-large. In that way Mr. Russell was assured of his return to the Board. Mr. Butcher, CBS Washington vice-president, had sent word to the nominating committee that CBS did not want to lay claim to a directorship-at-large, in view of the election of two CBS station men as directors from the regional groups.

Nominations for Six Directors-at-Large

Nominated for the six posts of regional directors were:

Clear Channel: Harold Hough, WBAP, Fort Worth, retiring treasurer, vs. J. O. Maland, WHO, Des Moines, retiring director; and Earl J. Glade, KSL, Salt Lake City, vs. Lambden Kay, WSB, Atlanta.

Regional, in addition to the Russell-Berkeley contest: Elliott Roosevelt, president, Hearst Radio, New York, vs. Samuel R. Rosenbaum, WFIL, Philadelphia.

Local: John Elmer, WCBM, Baltimore, retiring president, vs. Lester A. Benson, WIL, St. Louis; and Edward A. Allen, WLVA, Lynchburg, vs. James F. Hopkins, WJBK, Detroit.

Immediately upon the nominations for directors-at-large, Mr. Rosenbaum asked that his name be withdrawn. He did not want to oppose Mr. Roosevelt with whom he was bracketed.

In remarks just preparatory to the sine die adjournment of the convention, Mr. Ethridge admonished broadcasters not to expect "a miracle." He said the reorganization plan is designed to set up the proper sort of structure. He declared that there is a vital necessity for harmonizing the activities of the groups interested in radio, and promised that one of the primary functions of the new organization should be toward that end. Public officials and Congress should be informed of what the industry is doing so there will not be destructive legislation, he asserted. The NAB will be more adequately financed under the new plan, he said.

WESTERN ELECTRIC GROUP—Gathered at the new WE directive "machine gun microphone" are: Top row (left to right) Charles Snow, WE; J. P. Lynch, Graybar; Dixie McKey, Graybar; W. Jonker, WE; J. R. Poppele, WOR; L. E. Walker, Graybar; J. D. Bloom, WWL; L. Black, Bell Laboratories; Frank Stahl, Graybar; Hugh Taylor, Graybar; Dr. F. Cunningham, Bell Laboratories; L. Bockoven, WE. Bottom row (left to right) W. R. Selden, WRNL, Richmond; A. Wise, Graybar; Jay Quinby, WE; Walter Ponsford, Graybar; H. F. Scarr, WE; R. E. Poole, Bell Laboratories; W. Whitmore, WE; W. Lancaster, Graybar; George Davis, WE; F. Allman, Graybar.

ACTIONS OF THE

FEDERAL COMMUNICATIONS COMMISSION

JANUARY 29 TO FEBRUARY 16, INCLUSIVE

Decisions . . .

JANUARY 29

MISCELLANEOUS—NEW, Eastern Carolina Brdcstg. Co., Goldsboro, N. C., granted petition intervene applic. L. B. McCormick, Greenville, N. C.; KOIL, Omaha, granted petition intervene applic. Great Western Bcstg. Co., Omaha; WFOY, St. Augustine, Fla., granted auth. take depositions; NEW, Havens & Martin, Petersburg Newspaper Corp., and John Stewart Bryan, Petersburg, Va., granted oral argument 3-24-38; WELI, New Haven, granted oral argument 3-24-38.

APPLICATIONS DISMISSED (request of applicants) NEW, Seaboard Investment Co., Montgomery, Ala., CP 610 kc 250 w 500 w LS unl.; WRDW, Augusta, Ga., CP new trans. 1 kw unl.; NEW, Hal Bcstg. Co., Philadelphia, CP 1500 kc 100 w 250 w LS unl.

JANUARY 31

MISCELLANEOUS—WBAL, Baltimore; KWKH, Shreveport, La.; KTHS, Hot Springs, Ark.; WESG, Ithaca, N. Y.; KIRO, Seattle; KRLD, Dallas; WTIC, Hartford; KWJJ, Portland, Ore.—All granted extension to 8-1-38 of special authority for specified operations.

FEBRUARY 1

MISCELLANEOUS—WJAR, Providence, granted pet. intervene applic. Peter J. Caldarons; KGNC, Amarillo, Tex., granted pet. intervene applic. Amarillo Brdcstg. Corp.; NEW, Grand Island Pub. Co., Lihu, T. H., granted pet. continue hearing 30 days; WRBL, Columbus, Ga., granted pet. for acceptance of answer on applic. mod. CP; WHEC, Rochester, granted pet. intervene applic. Orrin A. Senzel; NEW, Nathan N. Bauer, Miami, granted with prejudice request withdraw applic. CP 1420 kc 100 w unl.; KJBS, San Francisco, dismissed pet. intervene applic. Larry Rhine.

FEBRUARY 2

NEW, Burlington Bcstg. Co., Burlington, Ia., Clinton Bcstg. Corp., Clinton, Ia., granted continuance hearing to 2-21-38; KAST, Astoria, Ore., granted motion to advance hearing to 2-10-38; NEW, Jules J. Rubens, Aurora, Ill., dismissed protest to continuance hearing of Kathryn B. Gosselin; KGDY, Huron, S. D., granted extension temp. auth. remain silent to 2-28-38.

KGCU, Mandan, N. D.—Granted CP new radiator, move trans., change to unl.

WFLA, Clearwater, Fla.—Granted mod. license to move main studio to Tarr Bldg., Tampa.

SET FOR HEARING—KEEN, Seattle, CP change 1370 to 1420 kc, increase D to 250 w, change Sh.-KRKO to unl.; KFRU, Columbia, Mo., CP in docket amended for new equip., directional, increase 500 w 1 kw D to 5 kw N & D (before commission); KWNO, Winona, Minn., vol. assign. CP to Winona Radio Service Inc.

MISCELLANEOUS—KVOS, Bellingham, Wash., denied further hearing on applic. Bellingham Pub. Co. for CP; denied intervention in such further hearing, or right to take depositions; denied further hearing on its renewal applic., denied further hearing on applic. Gomer Thomas for CP, and pet. for further hearing on applic. assign control; NEW, World Pub. Co.; Tulsa, granted pet. insofar as it asks postponement oral argument applic. Harry Schwartz for CP to 3-17-38; dismissed opposition filed in behalf of Harry Schwartz, and motion of WAVE for denial of petition.

NEW, Gomer Thomas, Bellingham, Wash.—Denied CP 1420 kc 100 w unl.

NEW, T. E. Kirksey, Waco, Tex.—Denied CP 930 kc 250 w 500 w LS unl.

NEW, John C. Hughes, Phenix City, Ala.—Denied CP new daytime station.

WMMN, Fairmont, W. Va.—Granted CP new equip., increase 500 w 1 kw LS to 1 kw 5 kw LS unl.

FEBRUARY 3

MISCELLANEOUS—WSAN, Allentown, granted auth. take depositions; NEW, Piedmont Bcstg. Corp., Salisbury, N. C., denied petition for consolidated oral argument with Burl Vance Hedrick; NEW, Cumberland Bcstg. Co., Fayetteville, N. C., denied petition for consolidated oral argument; WGAU, Athens, Ga., granted mod. CP change equip., etc.; WDEV, Waterbury, Vt., granted CP new trans, conditional.

FEBRUARY 4

MISCELLANEOUS—WBNS, Columbus, granted mod. CP change equip.; KUMA, Yuma, Ariz., granted license for CP new radiator, move trans.; KALB, Alexandria, La., granted license for CP new equip., increase D to 250 w; KARM, Fresno, granted license for CP 1310 kc 100 w unl.; WBRC, Birmingham, granted license for CP and mod. for new equip., vert. radiator, increase D to 5 kw; KICA, Clovis, N. M., granted license for CP move trans., install radiator; WLB, Minneapolis, granted mod. CP re equip.; KGDM, Stockton, Cal., granted auth. take depositions; NEW, L. B. McCormick, Greenville, N. C., granted auth. dismissed without preju. applic. new station 1370 kc 250 w D; KMAC, San Antonio, granted pet. accept applicant's appearance re hearing on renewal and vol. assignment of license; NEW, Edward Breen, Allen R. Loomis, Ft. Dodge, Ia., granted pet. intervene hearing N. B. Egeland; KOMA, Oklahoma City, WKBW, Buffalo, granted joint petitions to continue hearings on 1480 kc. applications to 4-15-38.

FEBRUARY 5

NBC, New York — Granted extension temp. auth. transmit program to Canada.

NEW, Gallatin Radio Forum, Bozeman, Mont.—Denied petition to intervene applic. Roberts - MacNab Co., Livingston, Mont.

FEBRUARY 7

WTNJ, Trenton—Hearing on applic. of WOAX Inc. for renewal and CP etc. continued to 2-8-38.

FEBRUARY 9

WKZO, Kalamazoo—Granted mod. CP trans. site, antenna.

SET FOR HEARING—NEW, Edward J. Doyle, Rochester, N. Y., CP 1500 kc 100 w 250 w D unl.; NEW, WRSP Inc., Wisconsin Rapids, Wis., CP 1500 kc 100 w 250 w D unl.; NEW, R. C. Atwood, Port Angeles, Wash., CP in docket amended to 1500 kc 100 w 250 w D unl.; KLAH, Carlsbad, N. M., vol. assign. license to Jack W. Hawkins and Barney W. Hubbs; WCBA, Allentown mod. license 500 w to 1 kw; WBIG, Greensboro, N. C., CP move trans., vert. radiator, increase D to 5 kw; NEW, Martin Anderson, Orlando, Fla., CP 1500 kc 100 w 250 w D unl.

MISCELLANEOUS — NEW, Michael F. Murray, St. Cloud, Minn., denied rehearing applic. CP 500 kc 500 w D, and applic. Times Pub. Co. for new station 1420 kc 100 w unl.; NEW, Rapids Bcstg. Co., Cedar Rapids, Ia., denied rehearing applic. CP 1310 kc 100 w unl., dismissed WMT, Iowa Bcstg. Co. opposition, dismissed motion to strike opposition of Rapids Bcstg. Co.; NEW, Ben S. McGlashan, Los Angeles, denied reconsid. & grant applic. two relay stations without hearing; KQV, Pittsburgh, denied rehearing WNBC applic. directional for 1 kw to LS, 250 w N, dismissed WNBC opposition to petition; General Electric Co., Schenectady, granted CP re W2XAD on certain frequencies and issuance modified license, conditional.

ORAL ARGUMENT — KSLM, Salem, Ore., 3-31-38; WMFJ, Daytona Beach, 3-31-38; WGRC, New Albany, Ind., 3-31-38; Curtis Bcstg. Corp., Evansville, Ind., 3-31-38; WCAU, Philadelphia, 3-31-38; Gerald A. Travis, La Porte, Ind., 4-1-38.

FEBRUARY 10

MISCELLANEOUS — WKEU, Griffin, Ga., NEW, Ben S. McGlashan, Los Angeles, WSAY, Rochester, WFAB, New York, granted auth. take depositions; NEW, Dan B. Shields, Provo, Utah, denied pet. take depositions; WAYX, Waycross, Ga., WSBT, South Bend, Ind., granted pet. accept appearances of applicants; WSAN, Allentown, continued renewal hearing.

NEW, Marvel M. Valentine, Laredo, Tex.—Granted CP 1500 kc 100 w 250 w LS unl.

NEW, Beaumont Bcstg. Assn., Beaumont, Tex.—Granted CP 1420 kc 100 w unl.

FEBRUARY 11

KPRC, Houston—Extension temp. auth. 5 kw N.

NEW, Gerald A. Travis, La Porte, Ind.—Oral argument set for 4-7-38 instead of 4-1-38.

FEBRUARY 14

APPLICATIONS GRANTED: NEW, Great Western Bcstg. Co., Omaha, granted continuance hearing 30 days; KRMC, Jamestown, N. D., granted informal request withdraw applic. CP change to 900 kc, increase to 500 w 1 kw D unl., without prejudice.

KGMB, Honolulu; KHBC, Hilo—Examiner Berry recommended (I-582) that applic. transfer control Honolulu Bcstg. Co. to Pacific Theatres & Supply Co. be granted that applic. KGMB and KHBC for renewal be granted; that license for CP relay station be granted.

FEBRUARY 15

MISCELLANEOUS — NEW, Birmingham News Co., Birmingham, granted indef. continuance oral argument; NEW, Scripps-Howard Radio Inc., Washington, granted continuance hearing 60 days; NEW, Clifton A. Tolboe, Provo, Utah, granted pet. intervene applic. Dan B. Shields; WIP, Philadelphia, granted pet. accept appearance and statement of facts; NEW, Trenton Times, Trenton, granted pet. withdraw applic. new station 1570 kc and two booster stations, with prejudice. KVSO, Ardmore, Okla., granted license for CP increase D to 250 w; Martin R. O'Brien, Aurora, Ill., granted pet. intervene applic. Kathryn B. Gosselin; KVOD, Denver, granted petition intervene applic. Mountain Top Trans Radio Corp.

Examiners' Reports . . .

NEW, Platt & Platt Inc., Poughkeepsie, N. Y.—Examiner Dalberg recommended (I-573) that applic. CP 1,000 kc 1 kw ltd. be granted.

WIBG, Glenside, Pa.—Examiner Dalberg recommended (I-574) that applic. increase 970 kc 100 w D to 5 kw ltd. be denied.

NEW, Kanawha Valley Brdcstg. Co., Charleston, W. Va.—Examiner Hyde recommended (I-576) that applic. CP 1500 kc 100 w unl. be granted.

NEW, John P. Harris, Hutchison, Kan.—Examiner Irwin recommended (I-577) that applic. CP 710 kc 1 kw D be denied. WFBR, Baltimore—Examiner Seward recommended (I-575) that applic. increase 500 w 1 kw LS to 1 kw 5 kw LS unl. be granted.

WACO, Waco, Tex.—Examiner Seward recommended (I-578) that applic. increase LS to 250 w be granted.

NEW, Pacific Radio Corp., Grants Pass, Ore.—Examiner Irwin recommended (I-579) that applic. CP 1320 kc 500 w D be denied.

NEW, Church of Jesus Christ of Latter-Day Saints, Salt Lake City—Examiner Dalberg recommended (I-580) that applic. CP's shortwave stations be granted.

NEW, W. H. King, Hollywood; KMPC, Beverly Hills, Cal. — Examiner Dalberg recommended (I-581) that applic. W. H. Kindig for CP 710 kc 500 w ltd. be dismissed as in default; that applic. KMPC for renewal of license be granted.

KARK, Little Rock, Ark.—Examiner Berry recommended (I-583) that applic. transfer control to T. H. Barton be granted, and license renewed.

Applications . . .

JANUARY 29

WIRE, Indianapolis—Mod. license N to 5 kw.

KFIO, Spokane—CP change 1120 kc 100 w D to 1110 kc 500 w unl., amended to 1 kw.

KGW, Portland, Ore.—Exp. auth. facsimile station.

FEBRUARY 2

KLUF, Galveston—Vol. assign. license to KLUG Bcstg. Co. Inc.

WKBH, La Crosse, Wis.—CP new trans.

NEW, Larry Rhine, San Francisco—CP 1150 kc 1 kw D, amended to ltd. 250 w 1 kw D.

FEBRUARY 4

WXYZ, Detroit—Extension auth. transmit programs to Canadian Brdcstg. Corp.

WSFA, Montgomery, Ala.—Mod. license N to 1 kw, CP new trans., antenna.

NEW, Laredo Brdcstg. Co., Laredo, Tex.—CP 630 kc 500 w unl.

WAPI, Birmingham—Exp. auth. 1140 kc 5 kw directional.

KVOO, Tulsa—Exp. auth. 1140 kc 25 kw directional N.

WTMJ, Milwaukee—Auth. facsimile station.

NEW, Midwest Brdcstg. Corp., Provo, Utah—CP 1370 kc 100 w unl., amended to 1210 kc.

FEBRUARY 5

WNLC, New London, Conn.—Mod. license D to unl.

NEW, Nathan Frank, New Bern, N. C.—CP 1500 kc 100 w unl.

KWNO, Winona, Minn. — License for CP as mod. new station.

NEW, Emporia Brcstg. Co., Emporia, Kan.—CP 1370 kc 100 w D.

FEBRUARY 8

WOL, Washington — Mod. CP change trans. site.

NEW, Continental Radio Co., Washington—CP 1310 kc 100 w 250 w D unl. amended to Scripps-Howard Radio Inc.

WBEN, Buffalo—Exp. auth. facsimile.

WHAS, Louisville—License for CP as mod. new antenna, move trans.

WRNL, Richmond, Va. — Mod. license eliminate directional antenna D.

NEW, Cleveland Bd. of Education—CP educational station amended to 41500 kc 500 w.

NEW, Greenville Brcstg. Co., Greenville, N. C.—CP 1500 kc 250 w D.

NEW, Coastal Brcstg. Co., Brunswick, Ga.—CP 1420 kc 100 w 250 w D unl.

WGL, Fort Wayne—License for CP increase power.

KLPM, Minot, N. D.—Mod. CP new antenna, increase power, etc., to change site.

WEDC, Chicago—CP change D to 250 w.

WGN, Chicago—Extension exp. auth. facsimile.

KTFI, Twin Falls, Id.—License for CP new antenna, move trans.

KGGC, San Francisco — Mod. CP to change studio site.

NEW, Citizens Voice & Air Show, Provo, Utah—CP 1210 kc 100 w 250 w D unl.

FEBRUARY 11

WPRO, Providence—License for CP new trans.

WTAL, Tallahassee—License for CP increase power.

KGBU, Ketchikan, Alaska—License for

AMPEREX EXHIBITS—Sam Norris, sales manager of Amperex Electronic Products Co., Brooklyn (left) shows his new line of tubes to W. J. Barkley, vice-president of Collins Radio Co., Cedar Rapids, Ia.

NETWORK ACCOUNTS

(All times EST unless otherwise specified)

New Business

GLASS CONTAINER Assn. of America, New York (bottles), on March 31 starts *Steinie Bottle Boys* for 13 weeks on 4 NBC-Blue stations (WJZ, WBZ - WBZA, KDKA, WENR), Mon. and Thurs., 7:45-8 p. m. Agency: U. S. Adv. Corp., Toledo.

NEHI, Inc., Columbus, Ga. (Royal Crown Cola), on March 11 starts *Royal Crown Hour* on 58 NBC-Blue stations, Fri., 9-9:30 p. m., repeat 12:30 a. m. Agency: James A. Greene Co., Atlanta.

SPERRY FLOUR Co., San Francisco, on Jan. 31 started *Dr. Kate* on 5 NBC-Pacific-Red stations, Mon. thru Fri., 1:45-2 p. m. Agency: Westco Adv. Agency, San Francisco.

McKESSON & ROBBINS Inc., Bridgeport, Conn. (Currier's tablets), on Feb. 6 started for 13 weeks, *The Success Doctor*, on 6 Don Lee stations (KHJ, KGB, KFRC, KALE, KOL, KMO), Sun., 10-10:15 a. m. Agency: General Adv. Agency, Los Angeles.

E. GRIFFITH HUGHES Inc., Rochester, N. Y. (Kruschen salts), on Jan. 31 started *Dr. Friendly*, transcribed serial on 7 California Radio System stations (KFWB, KFOX, KYA, KFBK, KMJ, KWG, KERN). Agency: Stack-Goble Adv. Agency, N. Y.

PROGRESSIVE OPTICAL SYSTEM, Fresno, Cal. (chain optometrists), on Jan. 30 started for 52 weeks *House of Vision* on 5 California Radio System stations (KYA, KFBK, KWG, KMJ, KERN), Sun., 4-4:30 p. m. (PST). Agency: Allied Adv. Agencies Inc., San Francisco.

TILLAMOOK County Creamery Assn., Tillamook, Ore. (cheese), on Feb. 4 started for 22 weeks *Bennie Walker's Tillamook Kitchen* on 5 NBC-Pacific Red stations, Fri., 11-11:15 a. m. (PST). Agency: Botsford, Constantine & Gardner, Portland, Ore.

NESTLE'S MILK PRODUCTS Co., New York (Alpine coffee), on Feb. 15 started for 13 weeks *Woman's Magazine of the Air* on 9 NBC-Pacific Red stations, Tues., 4-4:15 p. m. (PST). Agency: Leon Livingstone Adv. Agency, San Francisco.

GILMORE OIL Co., Los Angeles (petroleum products), on Feb. 18 starts *Gilmore Circus* for 52 weeks on 6 NBC-Pacific Red stations, Fri., 9-9:30 p. m. (PST). Agency: Botsford, Constantine & Gardner, Los Angeles.

VARADY OF VIENNA Inc., Cleveland (cosmetics), on Feb. 20 starts *Ted Weems and His Orchestra* on 11 Mutual stations, Sun., 1:30-1:45 p. m. Agency: Baggaley, Horton & Hoyt, Chicago.

GENERAL FOODS Corp., New York (Instant Postum), on Feb. 28 starts *Lum & Abner* on 46 CBS stations, Mon., Wed., Fri., 6:45-7 p. m. Agency: Young & Rubicam, N. Y.

ALLIS - CHALMERS MFG. Co., Milwaukee (farm machinery), on March 5 starts unnamed series for 13 weeks on 24 NBC Blue stations west of Chicago Sat., 10:30-11 p. m. Agency: Bert S. Gittins, Milwaukee.

Renewal Accounts

GENERAL BAKING Co., New York (Bond Bread), on Feb. 20 renews for 52 weeks *Guy Lombardo* on 26 CBS stations, Sun., 5:30-6 p. m. Agency: BBDO, N. Y.

GULF REFINING Co., Pittsburgh (oil products), on Feb. 20 renewed for 52 weeks *Phil Baker* on 61 CBS stations, Sun., 4:30-5 p. m. (PST). Agency: Young & Rubicam, N. Y.

AMERICAN Home Products, New York (Anacin), on Feb. 25 renews for 52 weeks *Hammerstein Music Hall* on 44 CBS stations, Fri., 8-8:30 p. m. Agency: Blackett - Sample - Hummert, N. Y.

CARDINET CANDY Co., Oakland, Cal., on March 6 renews *Night Editor* on 10 NBC-Pacific Red stations, Sun., 9-9:15 p. m. (PST). Agency: Tomaschke-Elliott, Oakland.

LADY ESTHER Co., Chicago (cosmetics), on Feb. 21 renews *Wayne King's Orchestra* on 36 CBS stations, Mon., 10-10:30 p. m. Agency: Lord & Thomas, Chicago.

LEHN & FINK Products Corp., New York (Tussy cosmetics), on Jan. 17 renewed *Hawaiian Moon Casino* on 2 CBS stations, Mon. and Thurs., 12:45-1 a. m. Agency: Wm. Esty & Co. Inc., N. Y.

SPERRY FLOUR Co., San Francisco, on Feb. 2 renewed *Martha Meade* on 6 NBC-Pacific Red stations, Wed., Fri., 2-2:15 (PST). Agency: Westco Adv. Agency, San Francisco.

CUMMER PRODUCTS Co., Bedford, O. (Molle), on Jan. 31 renewed *Vox Pop* for 52 weeks on 24 NBC-Red stations, Tues., 9-9:30 p. m., and on 5 NBC-Pacific Red stations, Mon., 12:30-1 a. m. Agency: Stack-Goble Adv. Agency, Chicago.

PHILIP MORRIS Co., New York (Philip Morris cigarettes), on Feb. 12 renewed *Johnny Presents* on 53 CBS Stations, Sat., 8:30-9 p. m. (repeat 11:30-12 m.). Agency: Biow Co., N. Y.

TOWNSEND National Recovery Plan, Los Angeles (political), on Jan. 31 renewed for 52 weeks *Townsend National Radio Club* on 12 Don Lee California stations, Mon., 8:30-8:45 p. m. (PST). Agency: Lisle Sheldon Adv., Los Angeles.

Network Changes

EMERSON DRUG Co., Baltimore (Bromo-Seltzer), cancelled *Manhattan After Dark* on NBC-Blue, and on Jan. 19 replaced it with a new series, *Harriet Parsons*, film commentator.

LADY ESTHER Co., Chicago (cosmetics), on Feb. 1 added 6 western stations to NBC-Red *Lady Esther Serenade* on Tues., 8:30-9 p. m. KOA, Denver, to be added Feb. 15 or 22.

CP as mod. new equip., antenna, increase power.

KMJ, Fresno—Extension exp. auth. facsimile.

FEBRUARY 12

WMFD, Wilmington, N. C.—CP increase to 100 w 250 w D unl., new trans., antenna.

WPAD, Paducah, Ky.—CP change 1420 to 1450 kc, change equip., increase to 500 w.

WHAS, Louisville—Invol. transfer control to Barry Bingham, executor.

WEW, St. Louis—CP new trans.

KALE, Portland, Ore.—License for CP change equip., increase power.

FEBRUARY 14

NEW, Delta Bcstg. Co., Escanaba, Mich. —CP 1500 kc 250 w D, amended to 100 w 250 w D unl.

WCOA, Pensacola, Fla.—License for CP as mod. move trans., increase power.

WBRC, Birmingham—Mod. license 1 kw 5 kw D to 5 kw x N & D.

KAND, Corsicana, Tex.—CP increase 100 to 250 w.

FEBRUARY 16

NEW, Sentinel Brdcstg. Corp., Salina, N. Y.—CP 620 kc 500 w unl., amended to 1 kw.

WQDM, St. Albans, Vt.—CP change D to unl., 1 kw.

NEW, Pee Dee Brdcstg. Co., Florence, S. C.—CP 1200 kc 100 w 250 w D unl.

NEW, Larry Rhine, San Francisco—CP 1150 kc, amended to 250 w D.

New Local Rep Firm

PROPOSING to sell local stations "in a package" to national advertisers, a new firm of station representatives and transcription producers is in process of organization in New York under the direction of W. B. Greenwald, owner of KWBG, Hutchinson, Kan., as vice-president. It will be known as Airways Inc., and Mr. Greenwald stated it has been incorporated for $500,000 in New York with Fred Thompson, financial man, as president. Mr. Greenwald is contemplating disposing of his 100-watt station and department store in Hutchinson and devoting all his time to the new venture.

Town Meeting Program Signed for Three Years

CONTINUATION of America's *Town Meeting of the Air*, Thursday night forum on NBC-Blue, was assured with the signing of a three-year contract Feb. 14 by officials of NBC and Town Hall Inc. Announcement of the new contract, which calls for an expansion in both the subject matter presented and the length of each yearly series was made following a meeting of John F. Royal, NBC vice-president in charge of programs, and George V. Denny Jr., moderator of the *Town Meetings* and president of Town Hall Inc. In the past, *Town Meeting* speakers have discussed primarily political and economic problems; in the future, their discussions also will include questions of social and cultural significance, covering the fields of science, literature, and art. Furthermore, the terms of the new agreement provide for an additional month in each annual series. Under this arrangement, each series will last for a six-month period, beginning in November and continuing until May 1.

Bars Chinese Envoy

C. T. WANG, Chinese ambassador to the United States, was barred from broadcasting on the Lowell Thomas program on NBC-Blue Feb. 15 by NBC in line with the network's policy of not permitting controversial questions to be discussed on commercial programs. The topic was a Chinese art exhibit, but NBC, which once before had cancelled Mr. Wang's scheduled appearance on the Energine *Newsreel* following a protest arising from a similar broadcast by the Japanese ambassador, had played safe and refused him use of the facilities.

KGGM, Albuquerque, N. M., has signed an affiliates' contract with CBS and is expected to join the network in the near future.

WLW-LINE SERVICE IS TAKEN BY WMCA

ADDITION of WMCA, New York, to the WLW-Line was announced Feb. 16 by Donald Flamm, president of WMCA, and John Clark, head of Transamerican B & T Co., exclusive sales representatives of the WLW-Line. Hookup, which becomes effective this week, makes WLW and other stations of the WLW-Line available as an outlet for programs of WMCA and the Intercity System and in turn brings to WMCA and its independent network the programs of the WLW-Line.

Two commercial programs of the Line will be broadcast on WMCA beginning Feb. 21. These are *Life of Mary Sothern*, sponsored by Lehn & Fink for Hind's Honey and Almond Cream, and *Mad Hatterfields*, sponsored by Nestle's Milk Products Co. for Lion Brand milk. Both 15-minute programs are broadcast Monday through Friday. WHN will continue its affiliation with the WLW-Line it was stated. WHN explained that the addition of a second New York station is due to WHN's rejection of the Transamerican proposal that it pay line charges from Cincinnati formerly paid by WLW.

Katz Signs 3 More

HAVING recently signed KANS, Wichita, for exclusive representation, E. Katz Special Advertising Agency further expanded in the Midwest farm field this month by taking on the representation of the three stations of the Central States Broadcasting System—KOIL, Omaha, and KFAB-KFOR, Lincoln, Neb. Contract was signed by Don Searle, recent successor to John Henry as executive head of the three stations. Mr. Searle is also part owner of KANS, managed by Herbert Hollister.

KCKN Gets Bowes

KCKN, Kansas City, Kans., was added to the CBS network for one program on Feb. 10—the *Major Bowes Amateur Hour* sponsored by Chrysler. Following custom, Major Bowes was to "salute" the city in his program. Ellis Atteberry, manager of the station, wrote Walter P. Chrysler, informing him that no station in Kansas City, Kan., carried CBS programs. A petition from leading citizens of Kansas for the program accompanied the letter with the result that the program was scheduled over the independent local.

AERO TYPE HANDI-MIKE

for aeroplane transmitters and inter-communication systems on planes. Slide button switch. Output -60 db.

Microphone Division
UNIVERSAL MICROPHONE CO., LTD.,
424 Warren Lane, Inglewood, Calif., U.S.A.

"The Crystal Specialists Since 1925"

SCIENTIFIC
LOW TEMPERATURE
CO-EFFICIENT CRYSTALS

NOW $40 Each
Two for $75.00 Approved by FCC

Supplied in Isolantite Air-Gap Holders in the 550-1500 Kc. band. Frequency Drift guaranteed to be "less than three cycles" per million cycles per degree centigrade change in temperature. Accuracy "better" than .01%. Order direct from—

Scientific
RADIO SERVICE
124 JACKSON AVENUE
University Park
HYATTSVILLE, MARYLAND

Gates Remote Equipment—
"Does a Better Job at a Lower Cost"
GATES RADIO & SUPPLY CO. Quincy, Ill.

Simple Facsimile Developed by RCA

New System Shown for First Time to NAB Delegates

A SIMPLIFIED radio facsimile system that flashes pictures, news bulletins and other text, developed by RCA Mfg. Co., was demonstrated for the first time Feb. 14 at the NAB convention.

Already the equipment has been ordered by seven stations, KMJ, Fresno; KFBK, Sacramento; KHQ, Spokane; WBEN, Buffalo; WTMJ, Milwaukee; KGW, Portland, Ore.; WOR, Newark.

The new facsimile system was developed in the RCA laboratories after experimentation with many different types of facsimile apparatus, some of which were employed for commercial transmission of weather maps and information to ships at sea, and for the transmission of photographs and other material across the Atlantic. The new equipment was developed by Mr. Young and his assistants as the most practicable for home use, because of its extreme simplicity.

A Little Beam of Light

The picture, drawing or text to be transmitted is placed on the roller drum of the "scanner". A beam of light travels horizontally across the page as the drum revolves. The light is reflected and focused on a sensitive photo-electric cell in the various degrees of shading corresponding to the picture. The photo-electric cell transforms the light into electrical impulses which are flashed through the air.

The receiver is synchronized to the transmitter-scanner. The signals are picked up exactly as in sound broadcasting, but instead of passing through the loudspeaker, they are made to actuate the printer mechanism. Continuously feeding rolls of ordinary white paper and ordinary carbon paper are led past a metal cylinder drum, on which a single spiral of wire projects a fraction of an inch above the surface. The fluctuations in the intensity of the incoming signals press the paper and carbon together against the spiral to make marks corresponding to the light and shade of the original at the scanner.

The facsimile signals may be heard on the loudspeakers of ordinary radios, when broadcast wavelengths are used, as high-pitched tones of varying intensity.

Reininger's Disc Firm

A NEW transcription firm to be known as Earth Broadcasting System is being formed in New York by Gus Reininger, as president, he announced at the NAB convention. Mr. Reininger, formerly a salesman of *NBC Thesaurus* transcription library and formerly with Calkins & Holden, New York agency, said two news features are planned—one to be titled *American Broadcast Times* and the other *Man in the News*. First will consist of recorded news events to be shipped immediately and performed on stations next day, and the other features interviews with front-page names. Other shows already cut, he stated, are a fashion hint program for department stores and an aviation show for youngsters. Vice-president of Earth Broadcasting System is Ray Harrell, formerly with I. T. & T., and at one time program director of LR4, Radio Splendid, in Buenos Aires. Gordon Ash, formerly with the United Press in New York, will be director of sales. It is planned to open New York offices by March 15 in the RCA Bldg., New York.

Late Personal Notes

LINCOLN DELLAR, of the CBS station relations department, was married in Reno, Nev., Feb. 8, to Miss Grace Gould, of San Francisco. They were classmates in the University of California, Class of '29.

JOHN BOHN has been appointed St. Louis representative for Radio Sales Inc., taking over duties at KMOX that were formerly handled by Bob Dunville, who left the station in December. Bohn has been a member of the KMOX sales staff for the last four years.

HILL BLACKETT, president; E. F. Hummert and Mrs. Anne Hummert, vice-presidents; and Kirby Hawkes radio director, of Blackett-Sample-Hummert Inc., Chicago, are now in London, where they are reported to be making plans for a branch of the agency there.

W. C. ALCORN, vice-president and general manager of WBNX, New York, with Mrs. Alcorn, returns Feb. 17 from a month's cruise to Rio de Janeiro on the *Empress of Australia*. Two days later Sidney W. Caulfield, the station's treasurer in charge of sales, and Mrs. Caulfield, sail on the same ship for the West Indies.

PAUL PETER, secretary of the Joint Committee on Radio Research, is vacationing in South Carolina until Feb. 23.

LYNDEN MORROW has been transferred by A. E. Nelson, manager of KDKA, Pittsburgh, from sales promotion to the sales department, effective Feb. 9.

JAMES CROCKER director of Gulf Oil's radio facilities last summer at the Pan-American Exposition, Dallas, has joined the announcing staff of KRLD, Dallas.

MARY MADDOCK, formerly of Joseph Katz Co., has joined the continuity staff of WBS.

E. KATZ Special Advertising Agency has been appointed national sales representative for KFAB, Lincoln; KOIL, Omaha and KFOR, Lincoln, as of March 1, 1938. Trio of Nebraska stations comprise the Central States Broadcasting System.

WBRK, Pittsfield, Mass., "Voice of the Berkshires," which starts operation on Feb. 20 as a CBS outlet, has appointed Sears & Ayers, New York, as national representative.

ALBERT SAPAROFF, violinist and cousin of Dave Rubinoff, has begun a series of Sunday concerts over WSJS, Winston-Salem, N. C.

GEORGE VOS, formerly in charge of radio advertising for Texas Co., New York, on Feb. 1 joined the radio department of Buchanan Co., Texaco agency.

WALTER WALRATH, formerly with WKRC, Cincinnati, has joined WICA, Ashtabula, O., as program director following the resignation of Harrison Bailey, at one time with KMOX, St. Louis. Also added to the WICA staff were Willard Few, sales; Alfred Newkirk, announcer and singer; Thurse Sigman, newscaster and publicity; Glenn Brenneman, operator.

JAMES F. BURKE, of CBS program department in New York, has been put in charge of new program ideas for the network, at which job he will work in close conjunction with W. B. Lewis, vice-president in charge of programs. Burke will be assisted by Gwendolyn Jones.

SIDNEY WALTON, former announcer at WHN, New York, on Feb. 9 joined the announcing and production staff of WOR, Newark. He was formerly associated with Paramount News, Pathe News and WBAL, Baltimore.

SALLY WOODWARD, commentator on women's affairs of WWJ, Detroit, was named recorder for the group discussing "Radio, Movies and Education" at the Citizens Conference on Education held at Michigan State College Feb. 2.

NIELD SAMPSON, formerly of WHP, Harrisburg, has joined the announcing and news staff of WKRC, Cincinnati.

B. W. WILKINS, formerly assistant sales director of WNEW, New York, on Feb. 7 joined the sales staff of WMCA, New York.

BOB SAMPSON, salesman of KMOX, St. Louis, and Miss Leona Quinn of St. Louis, were married Feb. 5 and are honeymooning in Hot Springs, Ark.

ELEANOR FULLER, one of the three girls in the United States holding a first class radiotelephone license, has joined WHIP, Hammond, Ind., as secretary to Hal Makelim, part owner and manager of the station. Before joining WHIP, Miss Fuller was at WIND, Gary, and KXBY, Kansas City.

JOHN DONALD FOSTER, formerly of WLW in Cincinnati, has been added to the WOR sound effects department. He is a graduate of the University of Cincinnati where he took courses in radio and electrical engineering.

Clear Channel Stations Discuss Havana Treaty

THE Clear Channel Group established three years ago to protect the interests of clear channel stations and to espouse high power, held a pre-convention meeting in Washington Feb. 13 to discuss the general outlook in the light of the Havana allocations treaty. The meeting was presided over by Edwin W. Craig, WSM, Nashville, chairman, and Louis G. Caldwell, Washington attorney and counsel for the group. Represented were WHAM, WSB, WHO, WFAA, WBAP, WOAI, WLS, WWL, WLW, WSM, WGN and KFI.

ASCAP's Radio Revenues

TWO-THIRDS of ASCAP's 1937 revenue came from radio, it was revealed in mid-February when a breakdown of the Society's 1937 income was released. Of the $5,926,941, radio contributed $3,878,752, or 65.4% (advertising fees, $3,009,255, sustaining fees, $869,497) motion pictures, $1,099,512; restaurants, $492,120; hotels, $209,650; dance halls, $127,807; miscellaneous, $119,100.

NAB Retains Bennett

ANDREW W. BENNETT, former special assistant Attorney General, was retained by the retiring NAB Board of Directors at its final meeting Feb. 13 to assist in the industry defense of the Nebraska and Florida anti-ASCAP suits. He was government counsel in the anti-trust case brought against ASCAP three years ago by the Department of Justice, which is still pending, and recently entered private practice of law.

Facsimile Broadcasters Name Group to Evaluate Information on Subject

FORMATION of the "Facsimile Broadcasters Institute" within the next 30 days, as a central clearing house to exchange information and ideas on facsimile broadcasting, was agreed upon at meetings held during the NAB convention in Washington Feb. 14 and 15 called by Walter J. Damm, managing director of WTMJ.

A committee of three, headed by Mr. Damm and including Paul A. Loyet, chief engineer of WHO, Des Moines, and Jack Poppele, chief engineer of WOR, Newark, was set up. The group plans to invite all stations experimenting in facsimile to membership with a monthly dues arrangement.

It is likely that a research engineer will be retained in Washington or in New York to serve as the executive officer. Coordinated planning for the future, to deal with any problems which may confront facsimile as an adjunct of broadcasting, should it develop in that fashion, is the idea behind the venture.

Radio Utility Legislation Proposed in New York

A BILL proposing to amend the New York public service law to bring radio under its provisions was introduced in the New York Senate Feb. 15 by John T. McCall, Democrat of Manhattan, classing radio as a public utility. The bill would give the Public Service Commission power to regulate rates, services, etc. As worded, however, the bill restricts itself to stations "equipped for transmission by directional or beam method", eliminating most if not all New York stations.

Broadcasting attorneys say the bill is unconstitutional and point to many legal precedents holding broadcasting to be interstate commerce.

McNinch Address

(*Continued from Page 104*)

opinion when you come to see me about anything. I don't want you to say the thing that you think I may want you to say. I shall not do that with you. I shall say that to you which I honestly believe may be best for you and I shall appreciate your doing that to me.

And, I wonder if you would be surprised, because of some of the things you may have heard about me, if you learn, after all, that I am a very tolerant man. I think I know how to engage in discussion and controversy without rancor, without feeling and without the dethronement of reason. If I may have your confidence I may be able to help your industry. In helping you I shall be helping the public for which you work—the public which is my boss and whose word is the last word on any and everything touching public affairs.

Finally, may I share the high hope expressed by the President in his letter to you that your industry will prove itself to be worthy of the great public trust reposed in it.

Transfers of CBS Stock Shown in SEC Records

JACOB PALEY, Class A director of CBS, sold 4,000 shares of Class A CBS stock to his daughter, Jacqueline, in December, according to a semi-monthly summary issued by the Securities & Exchange Commission. This sale reduced Mr. Paley's Class A holdings to 21,458 shares.

The report showed further that Harry C. Butcher, Washington vice-president of CBS, acquired 125 shares of Class A stock, bringing his total holdings of Class A stock to 300 shares. Samuel Paley, Philadelphia director of CBS, sold 200 Class A shares, reducing his total Class A holdings to 18,000 shares.

Common stock of the Crosley Radio Corp., the report indicated, was exchanged as follows: Gwendolyn A. Crosley transferred 1,378 shares by gift, leaving her 129,532 shares. Powell Crosley Jr. disposed of 689 shares by gift, reducing his holdings to 151,369 shares. J. Augustus Barnard, New York, director, bought 200 shares, increasing his total to 1,800 shares.

Kroger's Script Show

KROGER Grocery & Baking Co., Cincinnati, through Ralph H. Jones Co., that city, on Feb. 14 started a new script show on 17 stations in the North, Central and South Midwest. Titled *The Editor's Daughter*, this daytime serial will be presented five times weekly in the interest of Clock Bread, which originally used approximately 370 spot announcements weekly on 14 stations. Results of this campaign and the success of the daily script, *Linda's First Love*, for Kroger's hot-dated coffee, were responsible for the decision to increase the appropriation for Clock Bread. The new script show will be heard over KLRA KDKA WBBM WCHS WDAF WDBJ WIBA WJR WLAC WLW WMBD WMC WOOD WOWO WTAM KFH KMOX. World Broadcasting System is producing the discs.

Mills Files Reply

ANSWERING the suit against it by Songwriters Protective Assn., New York, Mills Music Inc., through its attorney, S. J. Buzzell, claims that the clauses in the constitution and by-laws of the association, on which the action is based, are illegal. The music company accepted from SPA members work which the association holds is subject to clauses in its constitution, assigning to the association sole mechanical rights to all created and future works of the members.

FTC Complaints

THE Federal Trade Commission has filed a complaint against Roy Hemphill, trading as Diesel Power-United Engineering Schools, San Francisco, and two affiliated schools in Minneapolis and Kansas City, for alleged misleading claims for its correspondence courses. Coty, Inc., Wilmington, Del., and seven subsidiaries, are named respondents in a complaint alleging misleading use of French labeling and terminology on products compounded and bottled in this country.

GREETED—When Mefford Runyon, CBS New York vice-president was in Hollywood with his wife and son Mefford Jr., they visited the network's studios and were greeted by Cecil B. DeMille, producer and director of the *Lux Radio Theatre*, sponsored by Lever Bros. Co., following the Jan. 31 broadcast. Runyon was in Hollywood to inspect the network's new West Coast headquarters being erected at Columbia Square, that city, at a cost of approximately $2,000,000, and to also confer with Donald W. Thornburgh, CBS Pacific Coast vice-president, on company business. Pictured (left to right) are Cecil B. DeMille, Mrs. Runyon, Mr. Runyon and Mefford Jr.

NBC Drama Series

NBC on Feb. 26 will start a Saturday afternoon series of plays designed to trace the development of drama from early Greece to modern America. Under the direction of Blevins Davis, the series titled *Great Plays* will be aired on the Red network, Saturdays, 5-6 p. m. (EST). Starting with "The Birds", a satiric comedy by Aristophanes, the plays will include morality drama, the Commedia dell' Arte of Italy, Shakespearean drama, the French theatre, the 18th century English theatre, early American drama, the Irish theatre and contemporary American drama.

FREDERIC WILLIAM WILE, dean of the radio commentators, who started on the air in 1923 and who since 1929 has been on the CBS staff, will be honored by his home town of LaPorte, Ind., by having its new local station bear the call letters WILE if and when granted by the FCC. Application for a 250-watt daytime outlet on 1420 kc. is pending and was recently favorably recommended by an FCC examiner.

JOHN DONAHUE, previously with Research Facts Inc., has joined E. V. Brinckerhoff & Co., New York transcription company, as account executive.

PITCAIRN ISLAND
Gets Station; NBC Plans Shortwave Series

A SERIES of shortwave rebroadcasts from Pitcairn Island, made famous by the *Bounty* stories of Charles Nordhoff and James Norman Hall, will be carried over NBC starting in March under arrangements concluded Jan. 25 with the Pitcairn Island Expedition. NBC has signed the expedition broadcasts exclusively. The explorers sailed from New York Feb. 3 for the tiny South Sea island for the sole purpose of erecting a broadcasting station there. Radio and other manufacturers are sponsoring the expedition, headed by F. C. Henrikson, president of the Coto-Coil Co., Providence.

L. S. Bellem Jr., Providence, and Granville Lindley, Barrington, R. I., are the engineers who will install the station and handle the broadcasts. Mr. Bellem is chief engineer of the Coto-Coil Co., and Mr. Lindley was chief electrician of the second Byrd Antarctic Expedition. Decision to install a radio station on Pitcairn came as a result of an article in *QST*, amateur radio magazine, by Alan Eurich, ship operator of the schooner *Yankee* which visited the island several years ago and found it had an old-fashioned spark transmitter powered by an ill-equipped gasoline motor-generated battery supply. The "hams" successfully induced various radio manufacturers to donate the equipment.

FOR SALE!

Complete Studio And Master Control EQUIPMENT

One of America's leading radio stations is moving into new quarters and offers for sale its present complete system for the operation of five studios.

Composite equipment now in use has been maintained to highest standards of present efficiency. Components include such famous names as Daven, U.T.C., Kenyon, Ferranti, Cornell-Dublier, Aerovox, Westinghouse, General Radio, Weston, R.C.A. Stromberg-Carlson, I.R.C., etc.

Can be sold complete or knocked down.

Also available are a number of RCA condenser microphones and Western Electric 600A microphones.

Write or wire for itemized list. Complete layout can be inspected in actual operation.

Box 888, BROADCASTING

A

Every Client of This CBS Outlet Benefits From

Merchandised Broadcasting

fact re WBNS COLUMBUS

Major R. E. Zultz

Introduces a New Measure

. . . of radio values by giving you two fine, low frequency stations — WIS-WPTF—for one price. . . . The two rich cotton-tobacco areas blanketed by these twin stations assure this measure's unanimous adoption by all who want the most profitable sales volume in the two States.

The CAROLINA COMBINATION

WIS COLUMBIA, S. C. 5000 WATTS, NBC

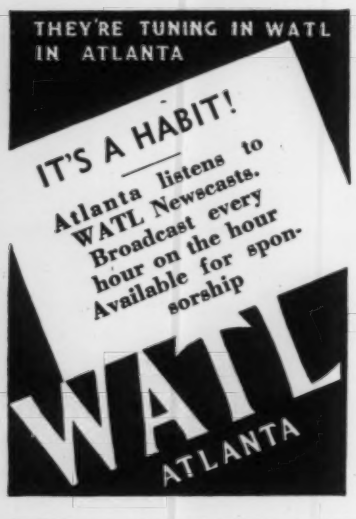
WPTF RALEIGH, N. C. 5000 WATTS, NBC

Represented by Free & Peters, Inc.

Sold at one low rate

Education on Mutual

EXACTLY 22.3% of all programs on Mutual are devoted to education and fine music. Of a total of 102¼ network hours a week, 22¾ are literature, education, public affairs and serious music. The programs originate from the studios of 11 Mutual affiliated stations, giving listeners a cross-sectional knowledge of cultural and educational developments of the entire nation rather than confining the broadcasts to a few major cities.


THEY'RE TUNING IN WATL IN ATLANTA
IT'S A HABIT!
Atlanta listens to WATL Newscasts. Broadcast every hour on the hour Available for sponsorship
WATL
ATLANTA

Maestro Signs 11th

NBC announced Feb. 9 that Arturo Toscanini, eminent Italian maestro whose 10 appearances at the head of the NBC Symphony Orchestra were to conclude with the broadcast of Feb. 26, had been engaged to conduct one more symphonic program, to be heard over combined NBC networks Saturday, March 5. In explaining the extension of Toscanini's engagement, John F. Royal, NBC vice-president in charge of programs, said that the conductor had originally intended to sail for Europe a few days after his tenth broadcast. It was found, however, that Toscanini's second benefit appearance with the NBC Symphony Orchestra at Carnegie Hall on March 4, would necessitate his remaining a few days longer. Aware of the great popularity of the eminent conductor's broadcasts, NBC officials prevailed upon him to lead the orchestra in an eleventh radio program. The final program will consist entirely of the works of Richard Wagner. The maestro will sail for Europe March 9.

Symphony Series

NBC on Feb. 12 started a series of four programs by the Boston Symphony Orchestra, directed by Mlle. Nadia Boulanger, distinguished French musician, who is the first woman to conduct this orchestra. The series, heard on the Red network is devoted to choral music.

Radio Shumates

THE SHUMATE brothers of St. Louis and Des Moines claim the "brothers-in-radio" title, who outnumber by one the Patt and Stark brothers. Four of the Shumates—Don, Paul, Louis and Ray—are at KMOX, St. Louis. Gene is a sports announcer at KRNT and KSO, Des Moines.

Radio Education Tour

DR. TRACY F. TYLER, who for five years was secretary and research director of the National Committee on Education by Radio, and who has spent several months studying the radio systems of various European countries, with particular attention to their educational programs, plans to lead a "radio education tour" of Europe next summer. Arrangements for the party are being made through William M. Barber, Babson Park, Mass. It is planned to visit the radio systems of England, Scotland, Germany, France, Switzerland and Holland.

Dr. Tyler

Rehearing on KTBC

BECAUSE Texas A. & M. College, operating the 500-watt WTAW on 1120 kc. at College Park, Tex., has protested the grant, erection of the new KTBC, Austin, Tex., has been delayed and a rehearing of the grant of last July 6 has been ordered before the FCC March 25. The FCC last summer authorized the State Capitol Broadcasting Ass'n. to erect a new 1,000-watt daytime station on 1120 kc. in Austin, to use time not used by WTAW, which operates only a few hours a day. College authorities failed to agree with the State Capitol group on time division and asked for the rehearing. The KTBC grant was to a group comprising R. B. Anderson, president of the State Tax Commission; A. W. Walker Jr., professor of law at the University of Texas, and R. A. Stuart, Fort Worth attorney.

Joint Committee Delays Set Ownership Figures

RELEASE date on the estimate of radio set ownership by states being made by the Joint Committee on Radio Research has been postponed until additional data on the set ownership of the negro population of the South could be secured. Committee did not believe that existing studies had gone into this phase of radio population deeply enough for accurate statistics to be available and is making its own survey in nine typical southern cities of varying size. Data is being put to the acid test by compilers, as the committee is making every effort to assure accuracy of its figures when they are finally released, which will now probably be late in March.

Meanwhile, the Crossley organization is collecting information in several cities for another Joint Committee project, the comparison of various methods in determining listening areas or coverage of various stations. One of the most important aims of the committee is to determine a standard method of obtaining coverage figures which can be used by all stations, giving advertisers and agencies a radio yardstick comparable to the Audit Bureau of Circulations in the publication field.

SESAC Accuses NAB Of Overlooking Numbers

SOCIETY OF European Stage Authors & Composers, New York, has issued its official reply to the NAB report of Aug. 18. A statement which was made public by SESAC says that about 13,500 compositions in the SESAC repertoire were overlooked and ignored by the NAB report, which gave a figure of 5,400. In addition, seven other catalogs have since been acquired by SECAC, bringing the present total of SESAC controlled copyrighted compositions to about 25,000.

Since the NAB report was issued, says SESAC, about 50 stations have acquired licenses, bringing the total number to nearly 500. In the SESAC files, according to the statement, are "hundreds of unsolicited letters from the stations, overwhelmingly praising the repertoire and music which has become available to them through the SESAC license. This unbiased universal opinion by the industry is in direct contradiction with the paltry contentions expressed by the compilers of the NAB report."

SPANG'S BAKERIES, Cleveland, on Feb. 25 will broadcast its 1400th consecutive program on WTAM in that city. The company has been on WTAM for eight years, from 7:30 to 8 p. m. on Fridays. On Feb. 25, the Spang broadcast will last until 8:30, the Cities Service Co. permitting it to replace the first half-hour of its period.

Business is good—folks are buying—advertisers are cashing in.

One large chunk of Dixie—the Nashville area—is thoroughly covered by

5,000 WLAC WATTS

J. T. WARD, PRESIDENT • MEMBER STATION, C. B. S. • F. C. SOWELL, V. P. and GEN. MGR

PAUL H. RAYMER & CO. National Representatives

7 out of 10 Listeners to BUFFALO STATIONS tune in WGR or WKBW between 5 and 7 P. M. says Ross Federal

BUFFALO BROADCASTING CORPORATION
RAND BUILDING, BUFFALO

Represented by FREE & PETERS

•

News

is your best bet

TRANSRADIO

•

Shouse Completes Expansion of Staff

Husted, Koepf and Krautters Are Named by Jennings

WITH the additions of K. Wallace Husted to the WLW-WSAI sales staff, and John Kuelling Koepf as sales promotion manager of the stations, James D. Shouse, vice-president of the Crosley Radio Corp. in charge of broadcasting activities, announced Feb. 10 that his reorganization program had been completed.

Joining the Crosley organization last Nov. 15, Mr. Shouse set about the task of reorganization, bolstering departments here and there and transferring others to new posts. About a dozen shifts in executive assignments were made. Robert G. Jennings, vice-president of Crosley and general salesmanager of the stations on Feb. 7 announced the Husted and Koepf appointments. Simultaneously, E. C. (Jimmy) Krautters, who was moved to the sales department several months ago, was designated assistant sales manager in charge of service.

Mr. Husted, former assistant general manager of WCCO, Minneapolis, becomes assistant sales manager in charge of the Western division, effective March 1. Mr. Koepf, production manager of the *Cincinnati Post*, joined the stations Feb. 14 as sales promotion manager.

Discussing the new Crosley broadcast organization, Mr. Shouse said he believed he had "an air-tight organization that will function smoothly." "With the organization as it now stands," he said, "we are equipped to produce the finest in programs and to assist our clients in sales promotion and merchandising. I believe we have an organization that will lead the field."

Expansion Program

Shortly after his arrival in Cincinnati, which followed his resignation as general manager of KMOX, St. Louis, Mr. Shouse appointed Robert E. Dunville, his former St. Louis assistant, to the executive staff of the Crosley stations. Subsequently, Mr. Dunville was made manager of WSAI and assistant to the general manager. Lee House, one-time continuity chief, was made continuity director succeeding Mr. Krautters, who became assistant sales manager. Eldon A. Park, program coordinator, became assistant program director.

Chester Herman, stage manager and assistant producer of the St. Louis Municipal Opera, was retained as program consultant for a temporary period but his stay has been extended. He has been instrumental in the development of new stars, particularly over WSAI, according to Mr. Shouse. On Jan. 1, Mr. Shouse announced the appointment of Mr. Jennings, already a Crosley vice-president, as general sales manager and assistant general manager of the stations.

On WSAI, Mr. Shouse and Mr. Dunville appointed Walter Callahan, for ten years a salesman and announcer for WCPO, and Major Harrison, recently returned from the West Coast, to the sales staff, of which Jack Thornquest has been a member the past year.

Mr. Husted will spend much of his time in Chicago, directing activities of the western division, while Mr. Jennings proposes to make frequent trips to New York, caring for Eastern accounts.

A native of Minnesota, Mr. Husted began his business career on the *St. Paul Daily News*. Later he became Civil Service Examiner for St. Paul and in 1927 joined WCCO as announcer. Subsequently he became program director, production manager, sales manager and assistant general manager.

Mr. Koepf is a native of Fort Wayne, Ind., and a graduate of the University of Cincinnati. He entered the advertising agency field with Keelor and Stites, Cincinnati, and in 1931 resigned to become assistant promotion manager of the *Post*. He became promotion manager in 1935, and was responsible for many successful campaigns of the newspapers.

Mr. Krautters, a member of the Crosley organization for several years, has served as continuity director and program traffic manager.

JOINS WLW—Josef Cherniavsky widely known cellist and radio conductor, joined WLW and WSAI, Cincinnati, Feb. 15 as musical director of the Crosley stations. Appointed by James D. Shouse, Crosley vice-president, Maestro Cherniavsky will coordinate his activity with William Stoess in managing the music department. He was formerly musical director for Universal Pictures, and for ten years has been identified with network programming and theatrical music.

EDNA SILVERTON, for the last eight years on the West Coast, has joined the WLW-WSAI publicity department as assistant to Bill Bailey, publicity director. She was in publicity with Universal Studios for two years, wrote for Fawcett Publications and newspaper syndicates, and served as publicity director for KFAC and KFVD, Los Angeles. She was with WLW in 1929 handling continuity.

GORDON D'A. SOULE has resigned as president of Aerogram Corp., Hollywood transcription concern, to affiliate with a New York advertising agency. His successor will be announced following the board of directors meeting in late February. G. Curtis Bird is secretary-treasurer and business manager.

NBC AFFILIATE

WKY

has the power to sell Oklahoma's power to buy

NATIONAL REPRESENTATIVE
E. Katz Special Advertising Agency

OKLAHOMA CITY

Thanks for the NOD

Much obliged Land of VARIETY for *"Special* Nod" to WWVA.

Our chest's out a bit for the puff. Sorry you missed the beat in your Wheeling Steel program look-see by mapping us at Fairmont, West Va. Wheeling's the spot where we do biz! No peeve, however, because we have a nod of our own for Fairmont, our West Virginia neighbor.

And to readers of BROADCASTING:

The above is to Land of VARIETY for his write-up of the Wheeling Steel Corporation's recent Mutual network debut —a brand new step in industrial broadcasting which might well be termed "Steel Steals the Show!" and which originated 65 weeks ago at WWVA. His exact words to which we refer are: "With the West Virginia station that created the whole thing entitled to a special nod for its part in making a big one grow out of a little one"—and this to mean that WWVA played a big part in developing a Wheeling Steel Corporation radio idea from a one-station local presentation to a widely and most favorably discussed network show. Of course we appreciate the "special nod", but Land's reference to our "making a big one grow out of a little one" is the thing. We have done just that, not just this one time for the Wheeling Steel Corporation, but *many* times!

Did you ever check WWVA?

National Representatives
JOHN BLAIR & CO.
NEW YORK . . . CHICAGO
DETROIT . . SAN FRANCISCO

Columbia Station

5,000 WATTS
WWVA
1160 Kilocycles

Macy Department Store Starts Big WOR Series

TO HELP shoppers get the most for their money, WOR, Newark, started a five-weekly audience participation program Feb. 7 called *Consumer Quiz Club*. Presented under auspices of R. H. Macy Co., New York department store which controls WOR, questions are answered on the basis of information verified by Macy's Bureau of Standards. Fred Uttal, WOR announcer, is master of ceremonies and asks questions confined to household merchandise and wearing apparel. Three judges select the audience member whose answers best merit the daily cash prize.

TITLED *Afternoon Visitor*, a unique program on WMBD, Peoria, Ill., includes visits to places of unusual interest like barbershops and beauty parlors. We've found a great deal of talent this way and the series has real listener interest because it touches people's habits, says WMBD.

WLBC

TEST the typical American City

MIDDLETOWN

MUNCIE, INDIANA

THE TEST TUBE STATION OF THE NATION

USED CAR JAM
Broken By WTMJ Campaign Against Jallopies

GOODWILL promotion is being staged by WTMJ, Milwaukee, to break the used car jam among Milwaukee's 160 automotive dealers.

The special air campaign, with the theme, "Rid the Road of Jallopies", involves a minimum of 12 special broadcasts and frequent daily intermediate announcements. The broadcasts include such events as a mammoth bonfire which burns old "jallopies" and the scene at an abandoned stone quarry pit where other "dated" motor cars are hurled to their doom.

The plan was decided after an extensive survey made by the *Milwaukee Journal* and Jerry Stedman of the Cramer-Krasselt Company, advertising agency, that city.

The survey showed that 52,236 owners in Milwaukee county were driving cars eight years old.

Daily "breakfast club" meetings are held when "fight talks" are given dealers by Stedman. Further tieups include posters on trucks and at dealers, news stories and pictures of "jallopy" burning and junking. The promotion is a goodwill offering by WTMJ.

Speech Series

WRUF, University of Florida station on Feb. 11 inaugurated a new series of ten weekly half-hour transcriptions titled *Our Speech*. The programs were prepared by Prof. Lester L. Hale of the university's speech department, to tie up personality and speech and thus create a "speech consciousness" in daily life. Prepared in the studios of WRUF, the transcriptions also are scheduled for use on WJAX, Jacksonville; WMFJ, Daytona Beach; WLAK, Lakeland; WOCA, Pensacola; WFOY, St. Augustine; WSUN, St. Petersburg; WTAL, Tallahassee.

UNFINISHED SYMPATHY — Is the title given this front-page drawing on the February issue of the mimeographed *Transcription Topics*, produced by Standard Radio.

WNOX Augments Staff

WITH R. B. Westergaard recovered from his serious illness of several months and back as manager of WNOX, Knoxville, that station on Feb. 8 announced the addition to its staff of John Thomas Newman Jr., formerly advertising director of the *Norfolk Virginian-Pilot* and the *Durham* (N. C.) *Star* as account executive. Recently he has been advertising manager of Fowler Bros., chain of furniture stores. To its announcing staff WNOX has added Russell Hirsch, former announcer and singer with WCAO, Pensacola; WRBL, Columbus; WALA, Mobile; WMPS, WMC and WHBQ, Memphis. Hirsch left radio in 1937 to finish his course at Maryville College, Tennessee. Also new on the WNOX announcing staff is Gaylord MacPherson, graduate of Drake U., formerly with WHO, Des Moines, lately with WDOD, Chattanooga.

KSD Radio Playhouse

INCREASED activity in local production, both musical and dramatic, has forced KSD, St. Louis, to augment normal studio space with an auditorium studio. Constructed to theatre specifications and known as *KSD's Radio Playhouse*, the addition will accommodate visible audiences of over 700 people. The Playhouse idea is a result of the rising local interest in broadcast mechanics, plus several audience-participation programs featured by KSD.

PERFECT Reception, too,

WOKO

FOR YOUR SALES MESSAGE

★ Up to the split-second (as always), WOKO today announces installation of a perfected Collins Transmitter and complete new highest-fidelity Amplification. WOKO, centering the rich Capital District, has had *the* perfect market; now it gives you, too, the perfect assurance of power and clarity in telling your story . . . tomorrow's best in equipment for TODAY'S SELLING JOB.

In the Heart of "The State That Has Everything"

HAROLD E. SMITH, *General Manager*

STATION W-O-K-O ALBANY, N.Y.

RADIO NFA News Features

Available to only one radio station in each city

Details on Request

Represented exclusively by

Stephen Slesinger, Inc.

250 Park Avenue New York

Nations Consider Hemisphere Bands

Canadian Broadcasting Experts In Conference at Washington

PRELIMINARY discussions regarding assignment of regional and local stations in Canada in conformity with the North American allocations agreement worked out at the Havana conference, took place at the FCC Feb. 3-9 between engineers representing the two nations.

J. W. Bain, senior radio engineer of the Department of Transport, radio division, and Keith A. MacKinnon, engineering department, Canadian Broadcasting Corp., came to Washington for the discussions with FCC Assistant Chief Engineer Andrew D. Ring and members of his staff.

It is understood the results were satisfactory and in no way would affect the status of assignments of regional and local stations in this country. Assignments of Canada to Class 1-A, 1-B and Class B stations which are in the high-power category, are specified in the treaty itself, and therefore were not involved in the discussions.

The conversations were entirely of a preliminary nature because no action can be taken until the treaty is ratified by three of the four North American nations, with the fourth signifying its intention of doing so. Cuba is the only nation thus far to ratify the treaty. Phases of the agreement affecting regional and local problems, which were not completed in Havana because of lack of time, were discussed.

It is understood the FCC is proceeding with the drafting of proposed new rules and regulations governing broadcasting which would encompass the major principles of allocation involved in the Havana treaty. Immediately upon promulgation of these rules and regulations, expected within the next few weeks, it is presumed the FCC will designate a general hearing on them at which time broadcasters and other interested groups can present testimony regarding the proposed regulations.

'Per Inquiry' Again

PER INQUIRY accounts, far from being discouraged by the cold shoulder given them by most stations in recent years, continue to make "offers" to radio stations. Sel Johnson Co., Chicago and St. Louis agency, on Feb. 4 offered for its client, Bernard Perfumers, to allow stations to sell its three-for-a-quarter bottles for 25 cents, of which 11 cents is to be sent to Bernard. Stations, however, are asked to pay the agency 15% commission on their 14 cent takes. Generously, the agency's executive, John Feinstein, closes his letter with the assertion: "You may use your own judgment as to when and what types of programs to broadcast this offer on."

Varady to Return

VARADY OF VIENNA Inc., Cleveland (cosmetics), which sponsored a series on the Mutual network from Sept. 26 to Dec. 6, will return to Mutual on Feb. 20, with a Sunday quarter-hour program of Ted Weems' music. Agency is Baggaley, Horton & Hoyt Inc., Chicago.

GROUNDHOG DAY—Which means that if the groundhog, emerging from his hole, sees his shadow there will be six weeks of heavy winter, was observed by several stations. In left photo Mark Boyden and Bob Barker, announcers of WSBT-WFAM, South Bend, Ind., are shown outfitted with latest hunting equipment for their search of the countryside with mobile equipment, which netted only a skunk. Luckier were the crew of KDAL, Duluth, in right photo, who borrowed a beast from the zoo, staged the broadcast from downtown entrance to the KDAL studios. Picture shows F. H. Weck, government meteorologist (center) and Sam L. Levitan, special events director (right) with Cal Karnstedt at controls.

WTAM Dedicates Studio On Its 14th Anniversary

NEW $300,000 studios of WTAM, NBC-owned and operated station in Cleveland, will be dedicated Feb. 19 with a special half-hour program on the Red network, 9 p. m. (EST). More than 650 guests will make a tour of inspection of the new quarters which occupy four floors of the NBC Bldg., Ninth and Superior Sts., that city.

Among those participating in the dedication will be Dr. James Rowland Angell, NBC educational counsel; members of the Cleveland Symphony and high school bands. Symbolizing the 14 years of WTAM service, 14 bombs will be exploded at noon and a flock of 1,000 pigeons will be released to signify progress in communications.

NBC Shifting Outlets

PLANS for a more flexible arrangement of its supplementary networks are in the works at NBC, with the hope of placing these outlets more effectively at the disposal of network sponsors. As such an arrangement would break down the rigid adherence to Red and Blue affiliations heretofore maintained by NBC, network officials are declining to discuss the plan until it has been completely developed.

KFPY–Spokane
KGIR–Butte
KPFA–Helena
KRSC–Seattle
KXL–Portland
Five favorite stations available with a single contract.

New BBDO Sponsors

BBDO, New York, which has been placing WBS transcribed programs on a sustaining basis on an undetermined number of stations, has obtained sponsors for two of them, both to start early in March. Corning Glass Works, Corning, N. Y. (Pyrex division), on March 1 will test *The School for Wives* on four stations. On March 4 Armstrong Cork Co., Lancaster, Pa. (linoleum), will sponsor *The Heart of Julia Blake* on WOR, Newark, and 17 other stations, three days a week. Information about both shows and any others which may be running under similar circumstances is withheld both at the agency and at World.

Local Ad Men

ADVERTISING managers of local business firms are interviewed during a weekly program on KIDO, Boise, Ida., called *To Our Advertisers.*

KGMB
HONOLULU
KHBC
HILO
First in Coverage
First in Listener Preference
First in Advertising Volume
FRED J. HART,
President and General Manager
San Francisco Office, Californian Hotel
Representatives:
CONQUEST ALLIANCE COMPANY
New York, 515 Madison Ave.
Chicago, 228 N. LaSalle St.
C. P. MacGREGOR
729 S. Western Ave., Hollywood

Soat Joins Lefton

RAYMOND SOAT, pioneer transcription producer and head of the former firm of National Radio Advertisers Inc., who for the last three years has been a new business executive with Lord & Thomas, New York, has joined Al Paul Lefton Inc., Philadelphia agency, in charge of its New York office at 521 Fifth Ave.

ASCAP Florida Test

SUIT by ASCAP testing the constitutionality of Florida's new anti-ASCAP law is scheduled to be heard March 3 in New Orleans by a statutory district court of three judges. The society will be represented by Frank J. Wideman of West Palm Beach and Washington; and Louis D. Frohlich and Herman Kinkelstein of Schwarts & Frohlick, New York. E. C. Mills, ASCAP general manager, is in Florida now and will go to New Orleans for the hearing.

Muzak-AMP Deal

CONTRACTS are now being drawn up for the deal by which Warner Bros. will acquire the radio holdings of North American Co., including Wired Radio. (Muzak) and Associated Music Publishers, according to a spokesman for Warners who refused to discuss details but said that an official announcement would be made about March 1. It is understood that personnel of the companies will remain unchanged, with Waddill Catchings remaining as head of these enterprises.

Series Titled *Classified*

BILL HIGHTOWER, announcer and newscaster of WFAA, Dallas, has started making the first of a series of transcribed dramatic programs titled *Classified* for Broadcast Recordings Inc., Dallas. The dramas tell what lies behind the ordinary want-ad or personal. He is doing the narration. The series has already been sold to 107 stations.

He is also making a series of 26 transcriptions for Universal Mills, Fort Worth.

DeKalb Plans Radio

DEKALB Agricultural Assn., DeKalb, Ill., breeder of hybrid seed corn, has appointed the Frank Presbrey Co., New York, to direct advertising. Radio will be used.

RADIO FAMILIES
IN NORTHERN ILLINOIS AND SOUTHERN WISCONSIN
TURN TO
WROK
NATURALLY, BECAUSE IT'S
THEIR STATION
Rockford, Ill. 1410 Kc.
KELLY-SMITH CO., Reps.

NEWS COVERAGE *means* STATION COVERAGE!

THIRTY-THREE STATES, CANADA AND MEXICO sent 16,296 letters of appreciation to the KVOO News Bureau when it celebrated its Fifth Anniversary and gave its six-thousandth DAYTIME news broadcast on November 20, 1937. Of the total, 15,788 letters were from Oklahoma, Kansas, Missouri, Arkansas and Texas, *proving the KVOO coverage area, county by county and town by town.* Writers gave sex, occupation and news listening habits. This information has been broken down into one of the most illuminating analyses of a Daytime News Audience ever compiled! Available at your request. ***The Most Powerful Station between St. Louis, Dallas and Denver***

N. B. C.
EDWARD PETRY AND CO., Inc.
Representatives

KVOO
TULSA
THE VOICE OF OKLAHOMA

Gen. Johnson to Change

GROVE LABORATORIES Inc., St. Louis (Bromo-Quinine), on Feb. 16 completes its series featuring Gen. Hugh S. Johnson on NBC-Blue. The agency, Stack-Goble Adv. Agency, New York, expects to announce a new sponsor.

ONETIME war correspondent, Linton Wells, now commentator on the RCA *Magic Key* program Sunday afternoons on NBC-Blue, returned to a roving newspaperman's role this month when he flew to Guatemala City for a Feb. 13 pickup, planning to proceed to Mexico City for a Feb. 20 show, then to San Francisco Feb. 27.

Stock Sounds

WJR, Detroit, is broadcasting its livestock quotations with sound effects. Tim Doolittle and his *Pine Center Gang* furnish the sound effects—a substantial "moo" when cattle prices are announced, or the squeal of a pig or a sheep's "baaaw" when pork or lamb prices are reported. The quotations wind up in the noise of a barnyard clatter, done realistically.

Discs for Camay

PROCTER & GAMBLE Co., Cincinnati (Camay soap), about March 1 will place transcriptions of Allen Prescott's *Wifesaver* program, which will continue as a sustaining feature on NBC, on about 12 stations, mostly on the West Coast and in Canada. Agency is Pedlar & Ryan Inc., New York.

WFAA, Dallas, on Jan. 31 paid a two-minute tribute to John Frederick Lubben, secretary-treasurer of the A. H. Belo Corp., publisher of the *Dallas News* and *Journal* and operator of WFAA, who died the day before. Adams Calhoun, who was with WFAA since its founding, read a tribute to Mr. Lubben, following which a one-minute silence was observed during the funeral.

Sale Promotion Man now employed
Desires Change

Experienced in all phases of radio promotion, merchandising. Also interested in sales and advertising. College graduate. Under 30; married.
Box 893, BROADCASTING

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
National Press Bldg. Wash., D. C.

McNARY and CHAMBERS
Radio Engineers
National Press Bldg. Nat. 4048
Washington, D. C.

There is no substitute for experience
GLENN D. GILLETT
Consulting Radio Engineer
982 National Press Bldg.
Washington, D. C.

PAUL F. GODLEY
Consulting Radio Engineer
Phone: Montclair (N. J.) 2-7859

JOHN BARRON
Consulting Radio Engineer
Specializing in Broadcast and Allocation Engineering
Earle Building, Washington, D. C.
Telephone NAtional 7757

PAGE & DAVIS
Consulting Radio Engineers
Munsey Bldg. Washington, D. C. District 8456
Field Office Evanston, Ill. University 1419

HECTOR R. SKIFTER
Consulting Radio Engineer
FIELD INTENSITY SURVEYS
STATION LOCATION SURVEYS
CUSTOM BUILT EQUIPMENT
SAINT PAUL, MINNESOTA

HERBERT L. WILSON
Consulting Radio Engineer
Design of Directional Antennas and Antenna Phasing Equipment, Field Strength Surveys, Station Location Surveys.
260 E. 161st St. NEW YORK CITY

A. EARL CULLUM, JR.
Consulting Radio Engineer
2935 North Henderson Avenue
Telephones 3-6039 and 5-2945
DALLAS, TEXAS

ROBERT S. RAINS
Special Consultant
Accounting . . . . . Taxes
Munsey Building—Washington, D. C.
Telephone: Metropolitan 2430
Robert S. Rains
Former Special Consultant
Federal Communications Commission

38 YEARS PROFESSIONAL EXPERIENCE
APPLEBY & APPLEBY
RADIO ENGINEERS
JASPER & WINCHESTER AVES.
ATLANTIC CITY, N. J.
Lieut. Comdr. Thomas Appleby, U.S.N.R.
President and Chief Engineer

They Never Miss . . .
Station owners, managers, sales managers and chief engineers comb every issue of BROADCASTING.

RCA — WORLD WIDE WIRELESS

FREQUENCY MEASURING SERVICE
Many stations find this exact measuring service of great value for routine observation of transmitter performance and for accurately calibrating their own monitors.
MEASUREMENTS WHEN YOU NEED THEM MOST
at any hour every day in the year
R. C. A. COMMUNICATIONS, Inc.
Commercial Department
A RADIO CORPORATION OF AMERICA SERVICE
66 BROAD STREET NEW YORK, N. Y.

CLASSIFIED ADVERTISEMENTS

Help Wanted and Situations Wanted, 7c per word. All other classifications, 12c per word. Minimum charge $1.00. Payable in advance. Forms close 25th and 10th of month preceding issues.

Situations Wanted

Employed licensed engineer desires change. Transmitter, control room and accurate transradio. Box 883, BROADCASTING.

Operator, both licenses, RCA graduate, 5 years amateur experience. Box 884, BROADCASTING.

Wanted position as announcer continuity writer. Sample of continuity and record on request. Box 872, BROADCASTING.

Announcer, licensed operator. Five months experience, desires connection with progressive station. Voice recording. Box 894, BROADCASTING.

Time salesman. National and local experience. Formerly with Columbia outlet. Now employed but available immediately. References. Box 898, BROADCASTING.

Experienced announcer desires change. AUDITION RECORD AVAILABLE. Write Box 899, BROADCASTING.

Radio station manager, completely experienced in entire operation of station. Have operated important outlet in major city. Details furnished. Sales, operation and general management. Box 886, BROADCASTING.

Intelligent and accurate newscaster—announcer with three years announcing experience seeks a chance at going higher in the industry. Qualifications listing or voice record gladly furnished. Box 891, BROADCASTING.

Young man single. Operator or operator announcer. Broadcast license. Position more important than large salary. 1 kw broadcast experience. Also experience as operator announcer. Know electronic television theory. Box 889, BROADCASTING.

Broadcast engineer: best references. Experienced with operation and maintenance of stations from 100 to 50,000 watts. Network experience as studio control and announcer. Available anywhere. Box 895, BROADCASTING.

Announcer, licensed operator with six years experience, chiefly announcing, desires connection with progressive station. Write or wire. Available immediately. Box 892, BROADCASTING.

Situations Wanted (Con'td.)

Radio operator six years experience, first class telephone, second class telegraph license. Receive transradio accurately. Start $25 per week. Virgil Sanderson, 524 Church St., Huntsville, Ala.

Broadcast station operator. Special training. 8 years radio service engineer. Married. Small station preferred. Can copy transradio code. Best references. Write Box 876, BROADCASTING.

Program director-announcer. Five years experience. Handles continuity, production, publicity. Anywhere. References. Box 897, BROADCASTING.

Musical and program director. Complete broadcasting experience. Formerly with Columbia affiliate. Now producing transcribed shows. Box 896, BROADCASTING.

Wanted: Position as director of small station that can use some new life. Excellent sales and executive background. Remuneration dependent on job I do for you. Or will be interested in leasing station with option to buy. Inquiries invited. Box 887, BROADCASTING.

For Sale

RCA TMV-75-B, field intensity measuring unity, new, with direct recorder connection. Best offer takes it. Wire WSNJ, Bridgeton, N. J.

What are we bid? 140 foot vertical radiator, good condition. Atop two story building. Purchaser to assume removal and shipping costs. Box 890, BROADCASTING.

Exceptional opportunity to purchase two established broadcasting stations located in California. Terms cash. Present management will remain if desired. Reply in confidence to Box 868, BROADCASTING.

For Rent—Equipment

Approved equipment, RCA TMV-75-B field strength measuring unit (new) direct reading; Estiline Angus Automatic Recorder for fading on distant stations; G. R. radio frequency bridge; radio oscillators, etc. Reasonable rental. Allied Research Laboratories, 260 East 161st Street, New York City.

Quick Economical Results for CLASSIFIED ADVERTISERS

Help Wanted and Situations Wanted, 7c per word. All other classifications, 12c per word. Minimum charge $1.00. Payable in advance. Forms close 25th and 10th of month preceding issues.

BROADCASTING
Broadcast Advertising
National Press Bldg.
Washington, D. C.

in the CONTROL ROOM

RICHARD BULLERS, formerly with WJEJ, Hagerstown, Md., and WCRW, Chicago, is now chief engineer of WSAL, Salisbury, Md. On his staff are Zoltan Bogar, formerly with WEST, Easton, Pa., and Edward J. Hagart, of Baltimore.

TOM E. ATHERSTONE, chief engineer of KGVO, Missoula, Mont., attended the conference of broadcast engineers at Ohio State U, Columbus, O., Feb. 7-18, after which he was to go to Washington for a consultation with FCC engineers.

JOHN PEFFER, assistant technical director of WTAR, Norfolk, Va., and operator of W3GDX, and John Carl Morgan, announcer, who operates W3KU, have been awarded certificates by the American Radio Relay League for amateur work during the 1936 hurricane.

GEORGE SAVIERS, Westinghouse field engineer, is spending several weeks at WOWO-WGL, Fort Wayne. J. E. Gilhooley, engineer, is making a coverage survey for WGL. R. N. Harmon, Westinghouse general engineer, recently spoke before Indiana Technical College, Fort Wayne.

LENARD KREUZ has joined the engineering staff of KNOW, Austin, Tex.

ALVIN PACKARD, CBS Hollywood engineer, will be a guest speaker at the Pomona (Cal.) College 50th anniversary celebration on April 14, having for his subject "An Engineer's Viewpoint of Network Broadcasting".

ED CONTENT, WOR engineer, and Jack Arthur, Mutual master-of-ceremonies, sailed on the *Normandie* Feb. 5 for a 22-day cruise.

DONALD FOSTER, formerly with WLW-WSAI, Cincinnati, has joined the sound effects department of WOR, Newark.

AL TOWNE, transmitter supervisor of KSFO, San Francisco, is the father of a baby daughter.

HENRY ZEITLINGER, CBS studio supervisor in New York, has been promoted to the post of assistant eastern division engineer. Dunham Gilbert, formerly assistant supervisor in charge of the three CBS Playhouses in New York City, becomes studio supervisor.

EMIL DELL ERA, NBC audio facilities engineer in New York, is the father of a baby girl.

EVERETT KEMP, the original "Uncle Ezra" of KMBC's *Happy Hollow*, has joined the staff of KOAM, Pittsburg, Kan., as writer and producer of local shows.

SURVEYORS—Fine site south of Arlington, Tex., half way between Dallas and Fort Worth, for new 5,000-watt transmitter of KGKO, which by May 1 will have been moved from Wichita Falls to its newly authorized location at Fort Worth. At left is Darrold A. Kahn, manager of the Wichita Falls station, who will also be business director under Harold Hough of the station at Fort Worth. Center is C. B. Locke, KGKO chief engineer. At right is Glenn Gillett, Washington consulting engineer, who said the site is one of the three best transmitter sites he has ever seen.

Engineer Chiefs Shift

MARK BULLOCK, chief engineer of KOIL, Omaha, has been promoted to the post of general technical supervisor of the three stations of the Central States Broadcasting System (KOIL and KFAB-KFOR, Lincoln) and will make his headquarters in Lincoln, according to Don Searle, newly named executive head of the group. Bullock, who has been with KOIL as chief engineer the last four years and who supervised the recent installation of its new 5,000-watt transmitter, replaces Harry Harvey, resigned. Charles Winkler, who was Harvey's assistant at Lincoln, has also resigned.

Board Named by Paley For Awards to Amateurs

FIVE men prominent in their own fields and familiar with amateur radio have been named to the board of awards for the second Paley Amateur Radio Award for outstanding performance in 1937 for research, technical development or operating achievement. Members of the board are Rear Admiral Cary T. Grayson, chairman, American Red Cross; Hon. C. P. Edwards, director of radio, Canadian Dept. of Marine; Rear Admiral Russell Randolph Waesche, commandant, U. S. Coast Guard; Dr. J. H. Dellinger, chief of the radio section, U. S. Bureau of Standards; and Prof. A. E. Kennelly, professor emeritus of electrical engineering, Harvard University.

The award was established by CBS' president, William S. Paley, after the floods of 1936, when amateur radio operators rendered outstanding services. Last year's award, limited to residents of this country and Canada, went to Walter Stiles Jr. of Coudersport, Pa. Prize is a trophy by Alexander Calder, internationally known sculptor. A larger model engraved with the name of each winner, is in the custody of the American Radio Relay League.

Denies Two Stations

DENIAL of the applications of Gomer Thomas, for a new local station in Bellingham, Washington, and of T. E. Kirksey for a new regional in Waco, Tex., was ordered Feb. 2 by the FCC. The Thomas application was for 1420 kc., with 100 watts, unlimited time, and that of Mr. Kirksey, for 930 kc. with 250 watts night and 500 watts day, unlimited time.

Another Talented Performer •

Greater beauty, flexibility and performance make Astatic Acorn Model T-3 Microphone a favorite everywhere. Tilting mount permits directional or non-directional pickup. See your jobber or write for literature.

ASTATIC MICROPHONE LABORATORY, Inc.
Dept. O-8 Youngstown, Ohio
Licensed Under Brush Development Co. Patents

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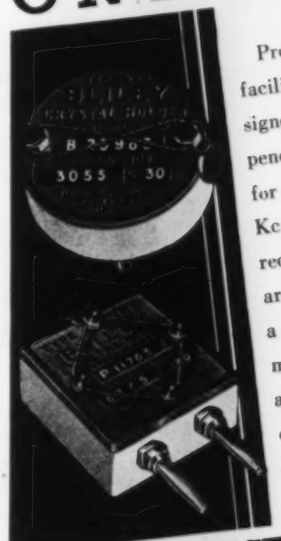


Precision manufacturing facilities and correctly designed holders assure dependable frequency control for any frequency from 20 Kc. to 30 Mc. For technical recommendations on standard or special applications, a statement of your requirements will receive immediate attention. A technical catalog is available on request.

BLILEY ELECTRIC COMPANY
UNION STATION BUILDING ERIE, PA.

THE PERFORMANCE OF YOUR IDECO VERTICAL RADIATOR

is assured by the early pioneering and years of experience which this organization gives you in the engineering and construction of radio broadcasting towers.

Stations now using the new Ideco Radiator report increased field strength and remarkable reduction in fading.

Write for complete data and prices.

• Investigate the advantages of The Schuler Patented Ground Screen, developed by Ideco engineers.

RECENT IDECO VERTICAL RADIATOR INSTALLATIONS

KOA—Denver
KPLC—Abilene, Tex.
KOL—Seattle, Wash.
KRNT—Des Moines
KRLH—Midland, Tex.
KECA—Los Angeles
KFWB—Los Angeles
KEHE—Los Angeles
KSTP—St. Paul, Minn.
KRBC—Paris, Tex.
KOMA—Oklahoma City
WMT—Cedar Rapids, Ia.
WPAR—Parkersburg, W. Va.
WMMN—Monongah, W. Va.
WFBM—Indianapolis
WGPC—Albany, Ga.
WSYR—Syracuse, N.Y.
WBLY—Lima, Ohio
WNOX—Knoxville, Tenn.
WMAQ—Chicago
WCPO—Cincinnati
WDZ—Tuscola, Ill.
WPTF—Raleigh, N. C.
WHIO—Dayton, Ohio
WLBL—Auburndale, Wis.
WCAT—Rapid City, S. D.
WGL—Fort Wayne, Ind.
WPDH—Richmond, Ind.
WFLA—Clearwater, Fla.
WGH—Newport News, Va.

THE INTERNATIONAL DERRICK & EQUIPMENT CO.
DIVISION OF INTERNATIONAL STACEY CORP
COLUMBUS, OHIO

Merchandising & Promotion

Welcome—Glass Tops—In Gotham's Tubes—Bouquets of Roses—From Bermuda—Cards for Buses

NEATEST of the 1938 promotion ideas is that of KFRO, Longview, Tex., which is paying all salaries and bills in cellophane-jacketed money. The jacket carries this message: "This dollar earned in (spent in) Longview. KFRO, Voice of Longview. Spend your money in Longview." Lettering is red, and includes two more call letters and a reminder: "Please do not remove wrapper. Thank you."

* * *

Promotion

WBAP, Fort Worth, mails an average of 40 letters of welcome weekly to new Fort Worth residents. The letters are in the form of invitations to visit WBAP's studios for live talent broadcasts and a joint invitation to watch the *Star-Telegram* radio pages for program information and to dial 800 kilocycles for entertainment. The local Chamber of Commerce supplies the weekly list of newcomers. A full-page in the Sunday rotogravure section of the Feb. 13 *Star-Telegram* was devoted to "The Evolution of a WBAP Radio Program." The complete page is being mailed to agencies and advertising executives. Elbelt Haling, formerly with Southwest Network and WFAA, Dallas, as publicity director, engineered the feature.

* * *

Dollars for Bread

EVERY day Paramount Baking Co., Salt Lake City, offers 20 silver dollars on KSL to homemakers who are visited by the sponsor's Miss Holsum, provided they have a loaf or part of a loaf of Holsum bread in its wrapper. Names are read on the air.

* * *

Survey in Kansas

KCKN, Kansas City, Kan., has released a promotion brochure in plastic binding complete with coverage map, market and listener survey data. One section of the booklet contains program information and factual data on sponsor reaction.

* * *

Maps Under Glass

WQAM, Miami, has distributed glass paper weights showing its coverage map. The station has been running full-page advertisements in the *Miami Herald.*

CROWDS GATHER—In Bakersfield, Cal., to read the latest news flashes as they come in on a UP ticker placed in the show window of the local McMahan Furniture Co., Ed McCaffrey, commercial manager of KPMC, that city, devised the display which consists of a world map with ribbons running from important news centers to a bull's eye on the glass and large cards plugging the store's 3 daily newscasts on KPMC and KERN.

Posters in Tunnels

WMCA, New York, has completed arrangements for a tie-up with the New York Port Authority by which the station's posters will be placed at the toll booths of the Lincoln Tunnel, Holland Tunnel, and George Washington Bridge. The posters will publicize both the station and the Port Authority's program on WMCA, which is heard Saturdays at 6:25-6:30 p. m., and is entitled *Metropolitan Travelogue.*

* * *

Songs and Replies

WINS, New York, reached a new high in mail response when a single broadcast of the daily *Song Contest* brought 3,770 replies. Since the program resumed early in January, after having been off the air for three months, it has been broadcast 24 times and has had a total mail receipt of 37,730. Prizes for correctly naming the songs played consist of tickets to neighborhood theaters.

* * *

For Young Musicians

VICK CHEMICAL Co., Greensboro, S. C. (Vapo-rub, Va-tro-nol), sponsor of *Tony Wons and His Scrapbook* three mornings a week on CBS, has announced a contest for young musicians. Under the auspices of the National Federation of Music Clubs, auditions are being held in 22 cities to select two boys and two girls who will be given scholarships and violins. Vick agency is Morse International, New York.

* * *

Blueprint from Helen

LEHN & FINK PRODUCTS Co., New York (Hinds Honey & Almond cream), sponsoring *Helen's Home* on 2 stations of the Texas Quality Network (WFAA-WBAP, Dallas-Fort worth; KPRC, Houston), on Jan. 31 added WOAI, San Antonio. At the same time announcement was made of a "blueprint" of Helen's home to be given listeners in exchange for boxtops. Agency is Wm. Esty & Co., New York.

* * *

American Beauty

BOUQUET of roses is awarded to the housewife sending in the most interesting topic for discussion on *Roses for Madam,* a twice weekly show on KSD, St. Louis, featuring Marie Harrington, commentator. Orders for groceries are given winners of slogan writing contest on the show. Sponsor: Stanard-Tilton Milling Co., (American Beauty flour) Dallas. Agency: Tracy-Locke-Dawson Inc., Dallas.

* * *

Program and Movie

ADDED build-up is being given youngsters starred on the *Kiddies' Revue,* KLZ-KVOR, amateur variety show, through a personal appearance tie-up with managers of Denver's Fox Theater chain by Howard R. Chamberlain, KLZ production manager. After the program, the entire cast presents a variety show at a theater for a juvenile audience.

* * *

WOWO Folder

WOWO, Fort Wayne, has mailed a folder on its *Morning Roundup* participation program to 500 agencies and businessmen.

Shockproof Benrus

BENRUS WATCH Co., New York, continuing its present schedule of station break announcements and time signals on about 20 stations in the East, has started a campaign stressing the shockproof feature of the product. Testimonials of H. R. Ekins, UP correspondent in Shanghai, will be used, describing the unusual resistance of his Benrus watch to the rigors of war. About 2,000 jewelers will be supplied with window displays carrying photographs of Mr. Ekins, and direct mail will be addressed to dealers. Local jewelers are encouraged to place tie-in newspaper advertising, mats and suggestions for which will be furnished by the company. Agency in charge is Brown & Tarcher, New York.

* * *

Aprons in Minnesota

WAITRESSES in a large Duluth restaurant wear aprons of the Hubbard Milling Co., sponsor of a six weekly series on KDAL, that city. The girls tell the customers the details of the premium apron offer and mimeographed premium rules are distributed. Program is titled *Mother Hubbard's Melody Cupboard* and is built around that nursery story. When Leland McEwen, organist of the program, is stumped by a listener's request a package of the sponsor's breakfast food is the prize.

* * *

Oats In Iowa

TO merchandise three daily programs on the Iowa Network sponsored by Quaker Oats Co., G. Phender Greenburg, promotion manager of Iowa Network, has started an extensive campaign of enclosures to scoutmasters and youth organizations, letters to wholesalers and retailers, window displays, car cards, billboards, 17 movie trailers and advance station break announcements.

* * *

Newspaper's Contest

BROOKLYN DAILY EAGLE, Brooklyn, on Feb. 1 started *Movie Money* on WMCA, New York. The program consists of a game in three parts, testing memory and visual ability in adding figures. Weekly cash awards total $200. Peck Adv. Agency, New York, is in charge.

* * *

Title for Program

WBT, Charlotte, N. C., carried a contest for Duke Power Co. in which 750 titles for the Duke program were submitted. Winner was *The Musical Kilowatts,* and it replaces the four-year-old *Duke Melodiers.*

* * *

The Busy South

WSOC, Charlotte, N. C., has published a booklet called "Charlotte, New Industrial and Trade Capital of the South". Data of the market survey were collected by Walter P. Burn & Associates.

* * *

Cards in Cars

MORE THAN 1,100 car cards carrying a picture of Ed Kroen, newscaster of WWSW, Pittsburgh, have been placed in local street cars. The nightly news series is sponsored by the Victor Brewing Co.

Ports of Call Letters

MORRIS PLAN Co. of Rhode Island, broadcasting *Ports of Call* transcription series on WJAR, Providence, starting Feb. 9, has distributed a calendar on which the Wednesday column for each month bears the legend "7:30 to 8 p. m. WJAR" instead of the usual dates. The calendar is decorated with an animated map of the territory served by the bank. *Ports of Call* is transcribed by Atlas Radio Distributing Corp. Every newspaper in the state is being used to promote the program, which is handled by Criterion Radio Productions, Atlas distributors in New England. The State Department of Education has recommended to teachers that the program has particular educational value for children. Other recent sales of Atlas Radio productions include Servel Inc., sponsoring *Captains of Industry* for 52 weeks on KRLD, Dallas; and Schmidt Brewing Co. sponsoring *Ports of Call* for 52 weeks on WTCN, Minneapolis.

* * *

Bermuda Fashions

UNUSUAL promotion stunt is that of WFBR, Baltimore, which sent its recording staff to Bermuda recently to interview prominent vacationers. Bonwit-Lennon, Baltimore women's department store, sponsored the series which highlighted current Bermuda fashions. Purnell Gould, commercial manager; Nancy Turner, WFBR's fashion editor, and Carlton Nopper, recording engineer, made the recordings in Bermuda. Arrangements for the trip were made by WFBR with the Bermuda Board of Trade and Pan-American Airways which uses Baltimore as flight base during the winter months.

* * *

Buses Tell About WDAY

ALL BUSES operated by Northern Transit Co. carry banners calling attention to features heard on WDAY, Fargo. The signs are changed weekly and at the end of 11 weeks the series will be repeated.

* * *

Meet Mr. Ludy!

WIBW, Topeka, put out a brochure to introduce its new manager, Ben Ludy, who was moved up from the assistant managership following the departure of Don Searle for Central States Broadcasting System.

* * *

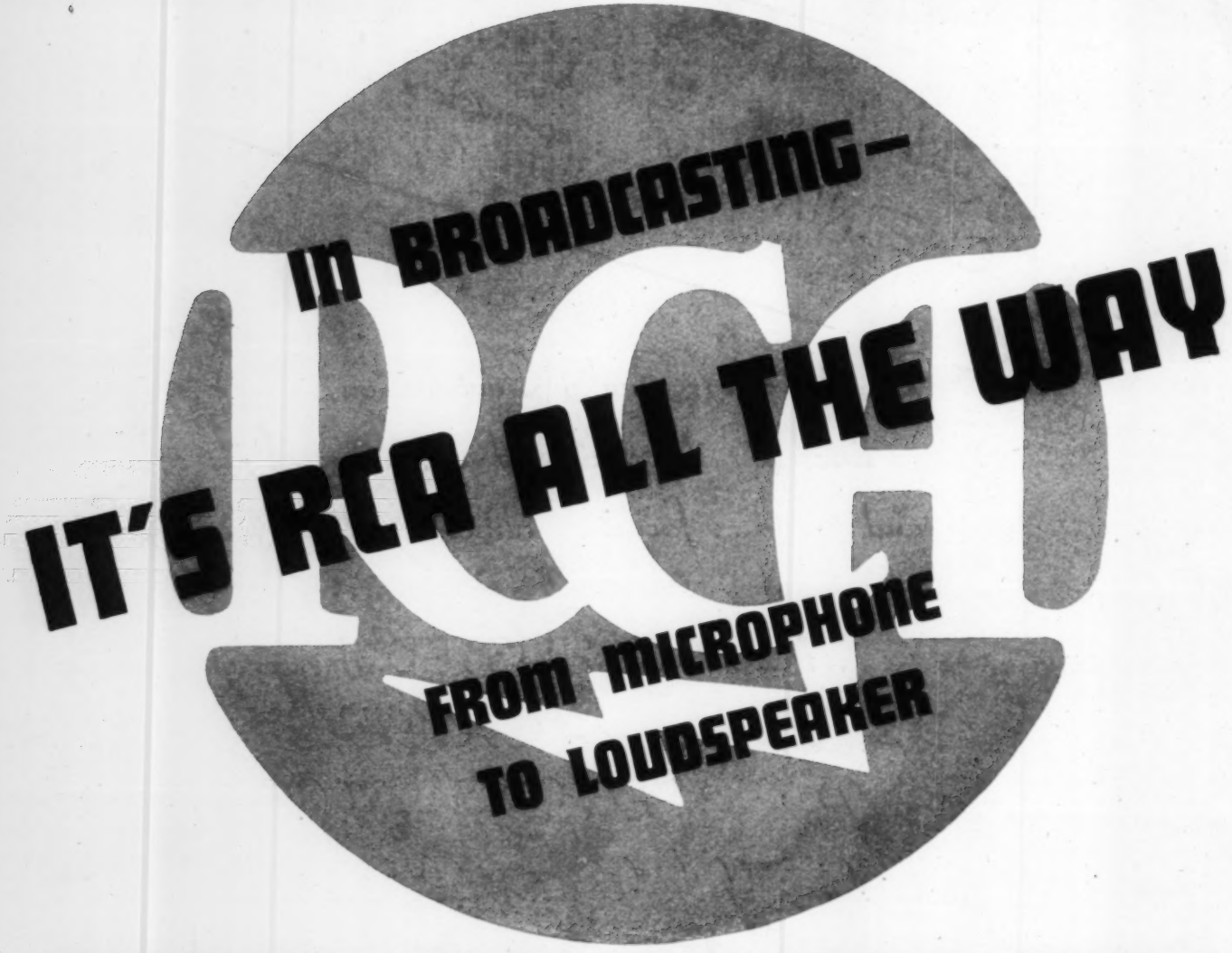
WOAI's Esquire

BORROWING the *Esquire* format, WOAI, San Antonio, has published a racy program brochure splashed with cartoons of luscious ladies and dripping with success stories of their program artists.

IOWANS GAWKED—At this attractive display in the three local Peter Pan stores of Des Moines calling attention to four Peter Pan programs on KSO. Credit for the colorful layout goes to the merchandising department of the Iowa Network.

Co-incident with the addition of
JOSEF CHERNIAVSKY *as co-musical director*

The Crosley Radio Corporation,
in line with the continued expansion of its sales, service and program facilities, announces the appointment of
K. WALLACE HUSTED, *formerly Assistant General Manager of WCCO, Minneapolis, as Assistant Sales Manager of WLW, in charge of the Western Division*
and
JOHN K. KOEPF, *formerly Director of Promotion for the Cincinnati Post, as Promotion Manager in charge of Promotion, Merchandising and Exploitation for*
WLW *and* WSAI.



RCA GIVES YOU A COMPLETE LINE OF BROADCAST EQUIPMENT FOR EVERY PURPOSE—IN THE STATION OR STUDIOS

RCA equipment gives you more for your money because years of experience in every phase of radio . . . progressive research and sound engineering . . . modern factory facilities and skilled workers . . . a cooperative and friendly field organization —all these important factors combine to produce first-class products at reasonable prices.

That's why it will pay you to follow the lead of hundreds of other stations—go RCA All The Way for *better broadcasting.*

Use RCA Transmitting Tubes, the tubes which help reduce operating costs

RCA *Broadcast Equipment*

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NEW YORK: 1270 SIXTH AVENUE • CHICAGO: 589 E. ILLINOIS STREET • ATLANTA: 490 PEACHTREE STREET, N. E.
DALLAS: 2211 COMMERCE STREET • SAN FRANCISCO: 170 NINTH STREET • HOLLYWOOD: 1016 N. SYCAMORE AVENUE